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Sustainability issues in the food industry
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Young at heart

I TOOK A walk down memory lane this month, paying a visit to my old university campus. While there were new veterinary buildings, extra student digs and a plush coffee area (café-couture wasn't big in the 90s), much of the campus I still recognised – even my old room (ah, halcyon days).

It was surreal to think that it has been well over a decade since I was last there. Back then, the Sutton Bonington site (part of the University of Nottingham) offered courses in food science, agriculture and environmental science; since then it has expanded to a 'School of Biosciences'.

One wonders if they still have the drinking contests? I expect so. Or the lovely librarians? Undoubtedly. A pint may be more than a £1 now though...

All this reminiscing got me thinking: how many of my 'class of '98' are still working in the food sector? I'm lucky enough to be in touch with a number of them. The answer? Not many.

A few work for big retailers, or food manufacturers, while a few went back to family farms. But the majority have become lawyers, recruitment agents or IT specialists. Four years in the sticks meant the bright lights – and big salaries – of London were harder to resist.

It seems fitting, therefore, that this issue of *Footprint* is young at heart. There's a five-page focus on 'catering for kids': do we need environmental guidelines alongside those for nutrition? A focus on Nestlé's



David Burrows
Footprint Editor-in-Chief

MSc intern: we need to attract more of this kind of talent to help our sector meet its sustainability challenges.

This is exactly the breath of fresh air the sector needs. And perhaps this new thinking will help more foodservice businesses garner recognition among the world's top ethical companies (see page 8). The food industry provides one in seven of all jobs in the UK, but our sector is often seen as the poor relation to retail. Indeed, when it comes to academic talent, it's a case of "please sir, we want some more..."

Food for thought

Nearly nine in 10 HR professionals working in food and grocery said they would work more with universities and schools if careers advisors had a better understanding of the industry and business needs, according to a survey by food and grocery analysts IGD. In foodservice, we need to attract academic environmental sustainability talent into the sector, and to raise awareness of the career possibilities within it. The Footprint Awards are an opportunity to do just this - and our first student on the Internship Legacy Scheme is now working with Nestle. Our first awards were a great success (see page 19), but we're only scratching the surface. We hope they will inspire more of you in the industry to take the lead on sustainability, and make this sector 'the' most attractive food sector to work in.



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This month's contributors

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Steve Kelsey, an expert in sustainable branding with consultancy Pi Global, explains how to add meaning to ethical labelling. **Expert Comment on page 16.**



NFU deplores Government skimping on British food

THE GOVERNMENT'S drive to increase the amount of British food used in its catering contracts does not go far enough, the NFU has said.

Agriculture minister Jim Paice launched the Government Buying Standards last month and it is due to come into force from September. It includes a raft of standards such as animal welfare, production, environmental protection, seasonal food, Fair Trade, energy and waste management as well as nutrition.

However, the NFU believes it falls short of the mark in a number of areas that could lead to confusion for procurers and undermine the excellent work British farmers and growers already do.

NFU head of food chain Lee Woodger said: "We welcome the Minister's statement to ensure that where Government lays down

standards of production, its own purchases should meet these standards. We believe this should be the norm across government departments and local authorities, but we are not there yet. Any effort within the Government and its agencies to ensure procurement to British standards is to be applauded. But there are a number of areas where these standards fall short of the mark or could even undermine the efforts of our farmers and growers."

www.nfuonline.com

Let them eat hake

However, it is good news for fish: all fish served in Government departments and their agencies will, from September, come from sustainable sources.

www.defra.gov.uk



Lee Woodger, NFU head of food chain:
"Government standards fall short of the mark" and could undermine farmers."

'Pig' advances in meeting environmental targets

THE PIG industry is setting out how it intends to achieve reductions in its environmental impact in a Roadmap just launched by the British Pig Executive (BPEX) and partners. The document sets out targets for the reduction of key environmental burdens over the next 10 years. BPEX Chairman Stewart Houston said: "Our industry targets go beyond the 11 per cent reduction set by government for agriculture in England. More than that, though, this report demonstrates that for a number of years the industry has been improving efficiency, increasing productivity and sharpening competitiveness – and doing so in ways that enhance the sustainability of the sector. The four environmental impact categories being targeted are:

- Climate change potential: is an increase in temperature caused by the emission of greenhouse gases into the atmosphere. The target is a 17 per cent reduction
- Eutrophication potential: is the amount of nutrients such as nitrate and phosphate from manure or slurry that ends up in the aquatic environment. The target reduction is 15 per cent



- Acidification potential: relates to the release of acidic gases such as ammonia, again from slurry or manure or sulphur dioxide from burning fossil fuels. These have the potential to form acid rain which, in turn, can damage ecosystems. The target is a 15 per cent cut
- Abiotic resource depletion potential: estimates the use of scarce natural resources including fossil fuels. The target here is a reduction of 16 per cent achieved through even greater efficiencies.

www.bpex.org.uk

Green seat of learning

NOTTINGHAM TRENT University, one of just seven universities nationwide to score points for working towards the Soil Association's Food for Life Catering Mark, takes the top spot this year in The People & Planet Green League 2011.

The League assessed 142 universities against 13 criteria designed to measure their environmental and ethical commitments and performance compared with other universities. The Sustainable Food criteria – now in its second year – revealed clear improvements across the board and represented one of the biggest areas of progress across the sector altogether.

For the first time, universities could gain points in the Green League sustainable food category for achieving the Soil Association's Food for Life Catering Mark.

All seven universities which have gained or committed to apply for the Catering Mark achieved a First or 2.1 in this year's Green League.

Twelve out of the top 20 universities in this year's ranking has strong publicly-available sustainable food policies, while four out of the top 10 universities scored full points for the Sustainable Food criteria overall. They were the universities of Gloucestershire, Worcester, Greenwich & Hertfordshire.

www.peopleandplanet.org/greenleague

Foodservice sending too much waste to landfill



Waste not, want not. Cutting food waste could save the sector £274m

A NEW report by the Government's waste advisors suggests the hospitality sector has made progress on recycling but the amount of waste still ending up landfill "remains an issue".

The 'Composition of Waste Disposed of by the UK Hospitality Industry' report estimates that over 3.4 million tonnes of waste (typically food, glass, paper and card) is produced by hotels, pubs, restaurants and quick service restaurants (QSRs) each year. Of this, 1.6 million tonnes (48 per cent) is recycled, reused or composted, while almost 1.5 million tonnes (43 per cent) is thrown away, mainly to landfill.

As much as 950,000 tonnes of greenhouse gas emissions could be saved if more recyclable waste was actually recycled rather than buried in landfill.

In particular, dealing with food waste more efficiently would offer significant environmental and financial savings. Of the waste going to landfill, 600,000 tonnes was food waste, two-thirds of which (400,000 tonnes) could have been eaten. Some £724m could be saved every year if this waste stream was tackled more effectively.

Wrap – the Waste & Resources Action programme – carried out the report. Its director of design and waste prevention Richard Swannell said the sector could save millions through collaboration.

"It is clear from our findings that much work has been done by the hospitality sector to reduce waste to landfill in favour of increased recycling, and more could be done. Working together, there is a real opportunity to reduce waste and recycle more."

Last month, Biffa opened the first 'super' anaerobic digestion plant in Cannock, Staffordshire. The facility will process up to 120,000 tonnes of food waste a year.

Meanwhile, Sita is also set to expand its food waste collection services across central and southern England this year.

Editor's comment

This report comes hot on the heels of the Government's waste review last month, which included the need for a voluntary agreement to reduce packaging and waste in the foodservice industry. Foodservice Footprint has been working for some months on this issue and is, in timely fashion, holding an 'early adopters roundtable' this month to start the ball rolling on better collaboration across the supply chain. Details will be included in the next issue as part of a special focus on waste.

Red alert on red tape

THE GOVERNMENT has finally cottoned on to the fact that a lot of precious time is wasted by wrestling red tape, usually tied into convoluted knots by its own agencies. However, the Cabinet Office is asking for help in cutting through this barrier.

"To do that, we need your help," says a spokesperson. "Foodservice operators have to deal with these rules day-in, day-out. This website is for you to tell us which regulations are working and which are not; what should be scrapped, what should be saved and what should be simplified."

Every few weeks the Cabinet Office will be publishing online the regulations affecting one specific sector or industry – from retail to hospitality to construction. And throughout the process it will be publishing the general regulations that cut across all sectors – from rules on equality to those on employment. All these regulations will be open for comments. Ministers will have three months to work out which regulations they want to keep and why. But here's the most important bit – the default presumption will be that burdensome regulations will go. If Ministers want to keep them, they have to make a very good case for them to stay.

www.redtapechallenge.cabinetoffice.gov.uk



COLMAN'S, A UNILEVER Food Solutions brand, takes great pride in its provenance, working closely with the English Mustard Growers Co-operative which purchases more than half its mustard seeds local to the factory from growers in Norfolk, Cambridgeshire and Lincolnshire. The company also works with the Norfolk Mint Growers where 1,000 tonnes of mint, sourced from the cooperative, are grown in Norfolk, within 45 minutes of the Colman's estate.

www.unileverfoodsolutions.co.uk

The world's most ethical companies

Why are there so few foodservice companies included in The World's Most Ethical Companies? Is it because the industry is lagging behind? Jackie Mitchell searches for the answer.

TO BE included as one of the World's Most Ethical (WME) Companies 2011 is a prestigious accolade. Yet in this year's rankings by *Ethisphere*, the American magazine, only one company – Starbucks – was rated in the restaurants and cafés category. In the hotels, travel and hospitality sector, four made it onto the list – Kimpton Hotels, Marriott International, The Rezidor Hotel Group and Wyndham Worldwide.

According to Stefan Linssen, editor of *Ethisphere*, the bar to become a WME is raised every year. "Because the recognition becomes more competitive every year, so companies must continue to innovate around ethics in order to keep their WME recognition year after year," he said. "Starbucks, Kimpton, Marriott, Rezidor and Wyndham are all industry leaders that continue to raise the bar around ethics."

There were several reasons why more companies weren't included in the 'restaurants and cafés' category; products that claim certain unproven health benefits is one major concern. "Another is policies around employee benefits," said Linssen. "Many WME companies extend employee benefits to part-time as well as full-time employees. We also review methods of sourcing products sold and supply chain efforts. We look for companies to be working towards an ethical and sustainable supply chain. Finally, many foodservice companies have been involved in quite a bit of litigation recently – largely around employment issues."

Perhaps Ethisphere needs to introduce a foodservice category rather than just 'restaurants and cafés'. Catherine Hinchcliff from 3663 points out that as there is no specific category for foodservice, many companies may simply not have been aware or applied to be in the rankings. "It's surprising that a foodservice category hasn't been introduced because reduction in carbon emissions is a key driver across our industry," she says.

The economic climate has pushed sustainability down the agenda for some companies

As only Starbucks made it in the rankings, does it mean that foodservice is lagging behind in environmental issues? This is the opinion of Liz Barling, communications manager, Food Ethics Council in the UK. "This is partly because they are shielded from the public gaze as providing information to consumers on provenance and nutrition is not compulsory," she says.

Anil Alim, procurement and supply chain director, BaxterStorey UK, thinks that the economic climate has put pressure on foodservice companies to focus on cost, pushing ethical and sustainable practices way down their priority lists. "Our company

is a point of difference; ethical sourcing and sustainable farming is ingrained within our culture," he says.

Should we be concerned that there aren't more foodservice operators on the list? Alim feels we should. "A good foodservice operation needs to source ethically and help sustain the food chain, while ensuring the nutritional wellbeing of its customers. If a company doesn't focus its strategy completely on cost, but appeals to the conscience of staff and customers – which many companies on the list have done, as have we – an ethical approach will work effectively."

Foodservice Footprint approached 15 individuals from foodservice companies



Liz Barling, Food Ethics Council

THE WORLD'S MOST ETHICAL COMPANIES 2011

How they score

Ethisphere chooses between one and six companies in each sector, making a total of 110 companies. To be included in the rankings, companies must have demonstrated a commitment to ethical business practices.

The selection process is intense. A committee of leading attorneys, professors, government officials and organisation leaders assisted *Ethisphere* in creating the scoring methods for the World's Most Ethical Companies. Over the course of the year, companies submitted their applications. Based on these applications as well as information *Ethisphere* gathered throughout the year, a list of semi finalists was drawn up. They were sent an in-depth questionnaire to complete regarding their ethics and compliance programme, governance and corporate responsibility. The ratings system used is called the Ethics Quotient (EQ). Based on their responses to the survey, *Ethisphere* conducts data analysis, researches documents and information to confirm the survey responses. Each company is given an EQ score based on the results of the survey and measured against seven distinct categories such as Corporate Citizenship, Corporate Governance and Executive Leadership and Tone from the Top. The highest EQ scores for each industry became this year's World's Most Ethical Companies.

for their comments on this issue, but only a few responded. So does this mean that rankings like WME are of little interest? Why was Starbucks included on the list and what can foodservice companies learn from the company?

In its 10th Global Responsibility Report 2010, Starbucks says it has been named by the US Environmental Protection Agency as the fourth largest purchaser of renewable energy in the USA. Other achievements include providing U\$14.6m to organisations that make loans to coffee farmers, nearing its goal of U\$20 million by 2015. It reduced water consumption by 21.6 per cent over 2008 levels, nearing the goal 25 per cent reduction. Starbucks' partners and customers



Anil Alim, BaxterStorey

around the world contributed over 191,000 hours of community service in 2010. Although its 2015 goal is one million hours, the company has introduced new plans to improve in 2011 and dedicated the month of April as the global month of community service in celebration of the company's fortieth anniversary.

Clearly, Starbucks has much to celebrate, although UK magazine *Ethical Shopper*, which has its own ratings system, ranked Starbucks bottom of the ethical ratings this year, despite going Fairtrade. Dan Welch, co-editor, Ethical Consumer said: "A key criticism of Starbucks is that while enthusiastically pushing its Fairtrade credentials in the UK, in the US the company continues to aggressively fight a rearguard action against workers claiming to fight poverty wages, exploitative working hours and worse health insurance coverage than Wal Mart – what the US National Lawyers Guild called its 'relentless and illegal anti-union campaign' and 'retaliatory firing' of union organisers."

As he points out, Ethical Consumer's rating criteria is very different from *Ethisphere*'s system. "Our rating criteria is developed through monitoring the key demands of progressive civil society groups, as well as best practice. Our data is gathered from monitoring international media, NGO reports, corporate communications and primary research. All the data behind the score we produce is in the public domain."

Winning awards or being included in top rankings such as the WME is highly beneficial to a company in terms of PR and communication to customers, stakeholders and staff. Inge Huijbrechts from the Rezidor Hotel Group, a WME for the second year running, said: "Receiving this two years in a row has been a tremendous motivator for our employees in over 64 countries to continue good work."

His advice for foodservice companies is to formulate a clearly understandable policy. In Rezidor's case, this is the 'Responsible Business and Ethical Programme'.

"Secondly, and arguably the most important aspect, is making sure the policies and plans are lived throughout the company. The only way to achieve this is by training and empowering employees," he said.

Introducing environmental initiatives is vitally important, but raising awareness for them by entering Awards and rankings is just as crucial to spread the message. Or is it that some companies don't want to publicise their environmental policies? As Barling says: "Only a few companies are prepared to lay out their ethical credentials for public scrutiny unless government steps in. Regulations that force companies to reveal where and how their food and drink was made and what impacts it's having, is the only surefire way of cleaning up the foodservice industry."

www.ethisphere.com

www.ethicalconsumer.org

Please sir, we want some more

Head teachers are facing a dilemma when deciding how to spend dwindling school budgets. Will this mean cuts to school meals and the return of the dreaded Turkey Twizzler? David Burrows and Nick Hughes investigate.



EVER SINCE an outraged Jamie Oliver brought the infamous Turkey Twizzler to the attention of the nation in 2005, school meals have been an emotive subject for the British electorate. His revelations caused a sensation every bit as groundshaking as when another Oliver (Twist) demanded more gruel from Beadle Bumble 170 years previously.

It's no exaggeration to say that the modern Oliver's intervention marked a sea change in attitudes towards the quality of school dinners. Following his campaign, minimum nutritional standards were quickly introduced and non-governmental bodies were established to ensure that schools were meeting these standards. Charities such as the Food For Life Partnership (FFLP) meanwhile, have taken the agenda a step forward, encouraging schools to take a holistic approach to food by embedding a culture of healthy, sustainable eating from farm to fork.

It's widely acknowledged that these combined efforts have led to a significant increase in standards of school meals. An independent evaluation of FFLP's work, by a team from the University of the West of England (UWE) and Cardiff University, provided 'hard evidence' that schools were rated more highly by inspectors after taking part in the FFLP programme. It also showed that pupils' interest in healthy and sustainable foods was having a 'nudge effect' on their eating habits and their parents' shopping habits. FFLP has helped over 2,800 schools to grow, cook and learn about healthy, sustainable food.

But times have changed. In the Government's spending review last October,

the School Food Trust, the body set up to spearhead school dinner reform, had its funding slashed and its status as a non-governmental body removed. It has now set up as a community interest company and will rely on commercial partners for much of its funding moving forward.

Meanwhile, the FFLP faces losing its lottery funding at the end of the year. Libby Grundy, FFLP director, says the uncertainty hanging over the programme and cuts to local authority school budgets could undo all the good work to date. Professor Kevin Morgan, from Cardiff University, agrees, suggesting that ending the scheme because of the current short-term emphasis on cost cutting would have a "negative long-term impact on public health and the public purse".

But will all this really fuel the obesity crisis or is healthy eating sufficiently systemic in British schools for standards to be maintained regardless of finances?

The decentralised model of funding for school meals makes it difficult to lay any blame for a fall in standards directly at the door of national policy makers. On average, local councils are expected to make cuts of 20 per cent by 2014 but how they choose to make those cuts is largely up to them. Southwark Council, for instance, recently announced that it planned to provide free school meals for all primary school children in the London borough. The Council's cabinet member for children's services Catherine McDonald says that a policy of free, healthy meals "can make a significant difference to children's lives, education and futures and will be a key way to reduce childhood obesity".

But Southwark's approach, while admirable, is the exception rather than the rule. School funding is increasingly divorced from the host local authority, especially at a secondary level, with funding mainly devolved to schools themselves. In its spending review, the government announced a 0.1 per cent real-time rise in funding for education, a move that on the surface implied that schools would be spared from the menace of budget cuts. But since then the official CPI rate of inflation has risen by almost 1.5 per cent, meaning funding has decreased in real terms. When you consider that food price inflation is running at over 5 per cent, it is evident that the money schools have put aside for school meals is no longer worth what it was six months ago. The





“It will be a fine balancing act for caterers – they will be under increasing pressure to deliver to the same nutritional standards at lower cost.”

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School Lunch Grant, meanwhile, although retained, is no longer ring fenced, so schools that choose to spend the money in other areas can do so freely.

Judy Hargadon, chief executive of the School Food Trust, urges schools to resist the temptation to funnel this resource out of school meals. “The School Lunch Grant has played a really important role in the transformation of school meals in the last five years and is still there in schools’ budgets so it’s vital that they continue to invest in good food for children,” she says.

However, Christine Haigh, campaign coordinator of the Children’s Food Campaign, says that while the schools that are doing “great things” will continue to do great things others may not see school meals as a priority area, resulting in potentially massive inequalities in the national provision of healthy meals. “There are some who don’t

see it is a priority and they’re the places where the money is likely to be siphoned off to other things,” says Haigh. “So the Government will say we’re not cutting that money but the reality is that there may be less money going into school meals.”

As things stand, children whose parents are on income support or jobseekers allowance benefit from free school meals. Pre-election, the Labour party had promised to widen entitlement to free school meals to more low-income families, including pilot schemes to give all primary school children free meals in certain areas. The new Government, however, opted not to proceed with the pilot schemes and under the shake-up of the Welfare Reform Plan will have to alter the parameters of free school meal eligibility. Free schools and academies, meanwhile, will be run independently of government and will have no obligation to even meet current nutritional standards.

Although Haigh stops short of saying that government cuts will have a direct, negative impact on obesity, she suggests the indirect impacts of cuts could set back progress on take up of healthy school meals. “In families where perhaps one parent has lost their job, one of the things that is likely to get cut is spending on school dinners because you can make a cheap and not especially healthy packed lunch cheaper than you can buy a healthy school lunch. Unfortunately that kind of thing can also have an impact on take up which is going to mean that the overhead the caterers have is shared between fewer

children so the effect is going to be rising prices for the food.”

It will be a fine balancing act for caterers – there is no doubt they will be under increasing pressure to deliver to the same nutritional standards at lower cost. Last November, the Local Authority Caterers Association (LACA) ran a ‘state of the nation’ event to discuss the challenges they face as public spending is slashed. Sandra Russell, LACA chair, said at the time that she was fearful of cuts that would see head teachers facing an “educational versus health lottery” when it comes to deciding where school budgets are spent. “We face tough challenges at the frontline of school meal provision but the first priority, for all of us, must be to maintain our focus on safeguarding the future health and wellbeing of our children and young people,” she said.

Caterers are up to the challenge, as Nestlé Professional business development chef, Justin Clarke, explains: “School caterers will be looking at ways of making the nutritional standards work. They will do this in many different ways, some may opt for sourcing cheaper products and ingredients or they may opt out of authority responsibility and handle catering directly. The main point is that school cooks are likely to ‘buy better’ and this could mean looking at cheaper alternatives, cod versus cod for instance.”

As such, he adds, the cuts do not necessarily correlate with obesity as nutritional standards will still be met and children will be offered a nutritionally

*Justin Clarke,
business development chef
Nestlé Professional*

balanced diet. James Armitage, Brakes marketing director, agrees. "Tighter budgets shouldn't prevent the provision of balanced meals. We are working closely with our customers to help them respond positively to budgetary changes."

Some are going further, looking to expand beyond nutritional guidelines, providing more environmentally and ethically sustainable menus. The LACA says there is certainly more local produce, and indeed organic produce, on today's school menus. However, for some that step towards, for instance, organic food is "financially difficult to achieve", says Russell. "There is always more you can do, but caterers have to balance sustainability and price."

Some say, the drive for more sustainable food in schools is flagging due to a lack of government leadership or intervention. When it comes to environmental and ethical sustainability, there are no legal requirements for any school. In fact, the issue is not even on the Government's agenda. In June, the Department for Environment, Food and Rural Affairs (Defra) announced new standards for all the food bought by government departments and their agencies (including the military and prisons). The buying requirements, which come into force for new catering contracts from September, demand that all food should be produced to UK or equivalent production standards where this does not increase overall costs; more food must be produced to higher environmental standards; and that fresh produce should

It's not 'phat' to be fat

The National Child Measurement Programme's latest figures showed that in Reception, nearly a quarter (23.1 per cent) of the children measured were either overweight or obese. In Year 6, this rate was one in three (33.4 per cent). This is clearly a problem. The solution, say many, is for more children to have school meals rather than packed lunch.

Research by the School Food Trust shows more children having veg or salad on their plates, and the average meal is lower in fat, sugar and salt than it was in 2005 before the national standards were introduced. Yet the majority of children in England are still taking packed lunches to school which are typically higher in energy, fat, sugar and salt than school food, and too many families who qualify for free school meals are not signed up. Better marketing of school meals is therefore a priority – both to the parents and the children.

Children

"Educating children about eating the right food has to be fun," says James Allred, channel marketing manager, education, Unilever Food Solutions. That's why UFS has introduced its Eat4U programme to bring a flavour of the high street into schools.

Bartholomew School in Eynsham, Oxfordshire has seen the school meal uptake increase from an average of 350 portions served per lunchtime to 500 portions. The average spend on school meals also increased from 75p per student to £1.65 per student. This is the first time the school has seen a profit from school meals and as a result, has been able to reduce the price of school meals thanks to this extra revenue.

Head teacher Andrew Hamilton says that as well as improving the quality and variety of the food served at school, Eat4U has been very proactive in changing students' attitudes towards school meals. "Students are now much more geared towards having a proper meal during the day, rather than just snacking from other outlets as they used to."

It's a simple theory and one that is needed more widely if schools and caterers are to manage the constraints on budgets.

Parents

The work of the School Food Trust doesn't stop at the school gates. It also runs England's biggest network of healthy cooking clubs for children and families, Let's Get Cooking – which is all about making sure that learning about good food and the ability to cook healthy meals from scratch is having an impact at home, too. So far, independent evaluation of Let's Get Cooking shows that more than half of those who take part report eating more healthily as a result, and 90% say they use their new cooking skills again.



Comment: We need tougher rules on sustainable sourcing

"Serving sustainable food makes good business sense. Schools serving Food for Life menus are reporting an increasing number of meals against a background of years of decline. Increased uptake lowers the overhead costs per meal.

"Recently we have seen the London Boroughs of Camden, Islington who tendered collectively and Richmond issuing tenders for provision to schools across the boroughs, the tenders make more sustainable food mandatory. This resulted in all boroughs saving money and reducing the cost per meal to parents. The sustainability of the food increased while the cost decreased.

"This means kids eating free range eggs and RSPCA Freedom Food poultry and pork, all boroughs also have achieved Marine Stewardship Council chain of custody and specify Fairtrade among other achievements.

"These people are proving that school food can be sustainable, affordable and tasty. Think what could be achieved if all of the public sector was mandated to take the same approach to supporting sustainable food production."

• Jon Walker works on Sustain's 'Good Food on the Public Plate' project.

> continued from page 13

be seasonal. All fish will also come from "sustainable sources".

Food Minister Jim Paice said this is the delivery of a government promise to "ensure that we do not use taxpayers' money to undermine our own farmers' high standards of production. By doing so, we're practising what we preach and challenging the rest of the public sector to follow". Why, then, were the standards not extended to schools?

Defra couldn't provide a specific answer, but the Government is known to want to take the lead and let others follow voluntarily. Sustain argue that environmental and ethical standards are "urgently needed" for schools, however. "There is no reason why the Government shouldn't strip away the environmental and ethical standards and apply them to schools," says Alex Jackson from Sustain's Good Food for our Money campaign, a coalition of 60

health, environmental and animal welfare organisations campaigning for mandatory health and sustainability standards for public sector food. "Environmental and ethical standards are urgently needed [for schools] ... and mandatory food standards have proven to be the only successful way to improve food in the public sector, which is best demonstrated by the successful introduction of legal nutritional standards for school food."

Indeed, while some schools are successfully introducing more sustainable sourcing, others have perhaps moved a little too quickly. "The food needs to be the right price and it has to be accepted by the children," says LACA's Russell. "I know of a school where they sourced local food but didn't engage with the children as to why there were different things available on the menu, and the story behind those changes. Sometimes we need small steps."

It's not easy producing food for the fussy, but plenty of schools are encouraging more children to eat school meals – and benefitting from it (see boxout). "It can be more expensive to produce healthier, more sustainable meals depending on sourcing and supplier support," says Nestle's Clarke, "but, if school caterers invest in marketing to parents to show that their food is sustainable and healthy, to help drive school meal uptake, this will make it a more viable operation. It all helps to justify the value that school meals offer."



Raising the bar on staff engagement

What's the first thing that comes to mind when you consider your CSR strategy? Reducing emissions? Cutting waste? Lindsay Winser, communications controller at 3663, explains how the company puts people first



Lindsay Winser,
communications controller,
3663

IT'S QUITE easy to forget that it's the employees that ensure organisations operate efficiently, effectively and successfully. Businesses that are passionate about the environment should be passionate about their people too – the root of their business – and underpin their environmental values with their employees. We understand that an emphasis on their wellbeing improves employee relations and has a positive impact on business output – that's why 3663's people sit high up on our agenda.

In the past, through our employee engagement surveys, we've seen a direct correlation between reduced staff absence and how employees feel about our green credentials. So, by us regularly engaging with staff about what we're doing, and the environmental benefits, we're encouraging them to continue working hard with us.

However, we know there's more to looking after your workforce than reducing absence. It's important – and lowering these figures will continue to be a challenge for businesses – but we must focus on understanding the challenges of employee wellbeing and the benefits: what it can do for you and your customers.

Workplace stress, ill health, the working wounded (those who fail to take time off for sickness) and accidents are just some challenges that come under the health and wellbeing umbrella – and they're our responsibility. Our industry poses many dangers, so we need to take steps to tackle

difficulties and identify opportunities to support our staff.

The industry should revise its policies and find new approaches to ensure we're operating with a healthy workforce behind us. Why? Looking after staff, by taking a holistic approach to responsible business, increases morale and motivation that directly effects performance and productivity. And to guarantee success, we need an integrated approach to ensure 'buy-in' from management and our workforce.

Employee engagement is vital. Organisations must create varied two-way communication tools to update and interact with staff, including: posters; intranet; newsletters; and appointing communication 'champions' to gather feedback. This is the first step to cultivating an open and honest working culture and improving relationships. Not only are you clearly demonstrating that you value your employees' opinion, but you can better monitor and improve working practice.

Saying thank you to employees for their loyalty and hard work is important, and whilst we have formal systems of recognition in place, sometimes we say it simply with a bottle of wine! A small gesture, but measures like this go a long way in boosting team morale. We reward hard work in numerous ways, including: celebrating employees' success in our company magazine and awarding 'once-in-a-lifetime' trips abroad via our parent

company, Bidvest, at the annual chairman's dinner in South Africa – to individuals who make a significant contribution within the company.

More than this, our employee benefits, including: pensions; childcare vouchers; health care; and discount schemes on food, which allows staff to purchase products at a competitive price; and family-oriented activities, whereby we negotiate special rates so staff can benefit from reductions on gym memberships and days out, help to maintain participation rates within the business.

We're also extending our sustainable travel initiative, which encourages colleagues to seek alternative travel arrangements, to encourage employees to cycle to work. Our Cycle to Work scheme means employees can hire bikes from us. Not only does this reduce emissions, but also supports staff health. And, for those in areas where there's a need to use public transport, we purchase season tickets for staff and allow them to pay us back in monthly instalments out of their salary – a cost-effective scheme for our workforce.

There's a lot businesses can do – but it won't happen overnight. Review and develop people policies that are right for you. You can then put measures in place to nurture, develop and retain talent within your organisation. For our industry to continue thriving, we need to ensure we're working with the best.



Steve Kelsey, an expert in sustainable branding with consultancy Pi Global, explains how to add meaning to ethical labelling



Less is more

ONE OF the paradoxes involved in designing for brands is that you learn early on that consumers don't read brands. They recognise them. That is, they see the general outline and colour used by the brand and the brain fills in the rest of the information almost instantly. There is a lot of evidence to support this behaviour: providing a word contains the correct letters the brain is pretty good at 'deciphering' the meaning. Now, if consumers pay so little attention to something as important as a brand, what does this tell us about the efficacy of ethical labelling. Quite: the news isn't so good. Consumers are very poor at reading ethical labels, but they can recognise them if they already know about and care about the topic concerned.

Added to this problem is the consumers' attitude to information overload. They respond to too much information exactly as you might expect: the information is not differentiated in terms of importance. We are all consumers, so let's just accept that a consumer's perspective on ethical labelling provides us with all the practical guidance we need because, at the end of the day, if the consumer doesn't understand what is on offer, all our diligence is misdirected.

Often, we must deal with a consumer who is walking around with a set of issues they care about, so the best we can do is provide labels that trigger recall of these issues. Luckily for us there is a model for signalling information that we can apply, and where it is employed it is usually very successful.

The next time you look at a computer screen consider how much information a computer icon delivers. Glance across the row of icons and you will see that for each one there is a cluster of information that they prompt. Take the Microsoft Explorer icon. It tells you what it is for, who made it, what to expect when you click on it; it even prompts an emotional response in terms of how much you enjoy or dislike using it. Now look very closely at that icon. Exactly where does it contain all this information? How many words does it use to convey all these insights? Where is the record of how you felt about your last outing to the internet?

Glance across the row of icons in the task bar and consider how much information is contained in a short line. If you don't think the space is so small, hold your thumb up to your eye and consider how much information is packed into a thumb's worth. Now apply your thumb to an ethical label on a pack.

The computer industry spends hundreds of millions of pounds in the design of icons because they work. Ethical labelling, especially for food services, is too important to be left in its current state, which is at best, poorly understood and badly designed. We need to understand more about how information is consumed if it is to become effective and the true role the ethical label performs in communication. Once we grasp these fundamental issues, the rest of the debate on what issues can and should be communicated, whether this should be topic specific or more generic, will be more meaningful and the solutions more effective. Fewer words and more thought will mean better messaging. Trust me, I am a designer.



Nurturing a brighter future

This is Gerardo Areas. Working alongside NESCAFÉ and the Rainforest Alliance he was able to introduce new, responsible coffee growing methods to his farm in Nicaragua.*

He can now use these farming techniques to help reduce the environmental impact and the coffee Gerardo produces, tastes as good as ever.



NESCAFÉ and the Rainforest Alliance are committed to working together to provide ongoing training and support for farmers.

NESCAFÉ® has been working around the world with farmers like Gerardo since 1962. We have now brought together all our initiatives that support responsible farming, production & consumption under one banner called The NESCAFÉ Plan. We go beyond the cup to make a difference from farmer to you.

***Discover more at nescafe.co.uk/nescafeplan**



Good Food, Good Life



Beyond the cup

THE NESCAFÉ PLAN



CH&Co is proud to support Foodservice Footprint

Sustainability and provenance are
at the very heart of our
specialist brands.

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LONDON

Amper&and

!T'STHEAGENCY*



Footprint Awards 2011

Headline Sponsor:



Sponsors:



Serious Fun at the Footprint Awards

DETERMINED TO stage a ceremony that consigned the usual stuffy, black tie industry bash to the organic waste disposal system of history (to be composted and not sent to landfill, obviously), the organisers went to town with their celebration of the fantastic work done by far-sighted movers and shakers to make our foodservice industry operate more sustainably.

These very special Awards threw all the pomp and bumpitousness of traditional ceremonies out of the window. The idea of putting on an Oscar-style ceremony at a hotel with a swirly patterned carpet was dismissed summarily ("we didn't want the usual cram them in, maximise-revenue-from-bums-on-seats type of event," according to Footprint Media managing director Charles Miers).

Everything at the event had to follow the sustainability story. A decision was also made to theme the evening around up-cycled fashion and furnishings: dresses were specially designed by Royal College of Art students made from packaging provided

by the Awards' sponsors; even the Awards trophies themselves were made sustainably by Dudson.

The stunning Royal Institute of British Architects (RIBA) headquarters in London was chosen for the venue: RIBA is a beautiful building and conforms to many of the stringent guidelines imposed on architects. The evening was enjoyed by a cracking audience who were quick to recognise this new annual event as something new to look forward to rather than endure.

The event successfully created a balance between celebration and the recognition of achievement while allowing attendees to have a fun evening where they could forget their differences and share best practice in that most important area of business – wining and dining. It all added up to a great evening and an event that's worth coming to for its message and enjoyment – who says sustainability can't be fun?

See video at www.footprint-awards.com

The Footprint Awards scheme genuinely seeks to reward the considerable efforts made by operators and suppliers from all sectors, big companies as well as small ones – even vicars who practice what they preach when it comes to promoting sustainability.

The two most important objectives of the Footprint Awards are firstly, replicability throughout the supply chain, sending a clear signal to the industry as a whole that sustainability endeavors are achievable, perpetual and will indeed be recognised. The second is the legacy of the Footprint Awards. With this in mind much of our focus has been on investing into the future of the industry with our own 'student loan' programme long after the fun of the Awards event itself is forgotten.

Nestlé Professional is sponsoring a student intern from Glasgow University to look at best practice in waste reduction (see page 23). During the summer months an intern will be working with the company on a project 'Best practice in waste reduction' with the aim of sharing findings with the industry in due course.

The Winners

Congratulations to everybody who took part in the first Footprint Awards. Whether they won or not, they are in the vanguard of the battle for sustainability and deserve our respect for their forward thinking and dedication to the cause.

The Judges

David Clarke
Assured Food Standards

Bill Downie
Managing Director
Meiko UK

Nicola Ellen
Ellen Consultancy Services

Lorna Hayes
Food Chain Advisor
National Farmers Union

Steve Loughton
Equipment Specialist

Paula Moon
Nestlé Professional

Steve Munkley
Executive Chef
Royal Garden Hotel &
Vice-President of the Craft Guild of Chefs

Paul Pegg
Vice President
Keystone Distribution Europe

Glenn Roberts
Managing Director
Gram UK

Cyrus Todiwala OBE
Café Spice Namasté

Neil Whittall
Commercial Director
Huhtamki

Bethan Wood
University of Glasgow



Sustainable Use of Natural Resources

Winner: Greenvale: Cascade Water Recycling System



Cascade Water Recycling System is a system designed to give maximum reduction in water use, minimise energy cost and wash all product in constant clean, chilled, bacteria free water with the pre-requisite that all waste materials produced by the treatment process can be recycled. The judges said: "Greenvale AP have been highly proactive in seeking a solution to some of the resource issues previously experienced within its business. The result is bespoke technology that is attracting national and international interest. They have far exceeded the initial objectives set."

Runner up: alpro soya

Shortlisted: R-OIL

Sponsor:

baxterstorey

Innovations in Packaging

Winner: Paper Pallet Company



A new pallet that is totally re-designed and re-engineered to meet the demands of modern distribution systems, offering a very real opportunity to UK companies to transport goods safely, export and run their business sustainably.

The judges said: "For many users the paper pallet may be a significant benefit and the increased strength of this product may help. It has to be judged against already existing re-useable products (CHEP and re-useable white pallets) where it is good as an alternative choice."

Runner Up: Llanllyr Water Company

Shortlisted: Solo Cup Europe

Sponsor:

HUHTAMAKI

Sustainable Sourcing

Winner: Nestlé Professional: The Cocoa Plan



The Cocoa Plan's vision is to help cocoa farmers run profitable farms, respect the environment, have a good quality of life and for their children to benefit from an education and see cocoa farming as a respectable profession.

The judges said: "This is a great example of what can happen and is happening due to the needs of the world and the immediate community producing for the world."

"An excellent project for the farmers, but also reaching out to the community as well."

Runner Up: BaxterStorey

Shortlisted: Brakes Group, Cafédirect

Strattons Hotel, Swaffham

Sponsor:

bartlett mitchell
John Bartlett Mitchell Ltd

Environmentally Efficient Logistics

Winner: Brakes: "Going the extra mile"



"Going the extra mile"; a programme targeted at reducing the impact of their logistics operation through initiatives such as reducing transport emissions and cutting food miles through UK sourcing.

The judges said: "These are very strong published targets, reductions of these nature are significant investment in local UK purchasing is particularly interesting, and rail travel for goods is exciting. Brakes has been bold in publicising its work and targets, which will be there to be judged in the future."

Joint Runners Up: 3663 and Reynolds

Sponsor:

Nestlé
PROFESSIONAL
Creative Food & Beverage Solutions

Corporate Social & Environmental Responsibility

Winner: Sodexo with The Better Tomorrow Plan



The Better Tomorrow Plan's is a far reaching programme who's objective is to support employees', clients', customers' and suppliers' own sustainability.

The judges said: "Well thought out long term plan with its three pillars is clearly communicated and has high involvement at all levels of the business. Its commitment to both community and environment is well documented and is communicated strongly. I hope this will be a footprint for future programmes."

Runner Up: Cafédirect

Shortlisted: Apetito UK, Bartlett Mitchell

Brakes Group, CH&Co, Pret A Manger, Unilever Food Solutions, Wahaca

Sponsor:

beacon
Logistics Series

British Supply Award

Winner: CH&Co 'Drives The Red Tractor Across Its Business'



The Red Tractor Campaign works hand-in-hand with CH&Co's award winning www.wellbeingbeingwell.co.uk campaign to encourage customers to make the right eating choices by making them more aware of what is on the plate and where it has come from.

The judges said: "This is just excellent Whilst the Red Tractor accreditation is in itself not so strong or holistic it is currently the only British Standard and as such a vital tool to get onto the right track. CH&Co. Brilliant effort worth being rewarded."

Runner Up: BaxterStorey

Shortlisted: Brakes Group

Sponsor:

Reynold's
fresh ideas for foodservice



Energy Efficiency Winner: Creed Foodservice



Delivering Energy Efficiency Creed Foodservice has, during 2010, implemented a number of actions to reduce the impact of its business on the environment. Energy efficiency has been a key platform of Creed's new Environmental Management System.

The judges said: "This is a very wide ranging project and it is impressive that Creed has actively engaged internal colleagues to achieve this goal. This is an object lesson for others to follow."

Runner up: Winterhalter

Shortlisted: Meiko UK

Sponsor:



Best Sustainable Catering Equipment Manufacturer Winner: Gram: Compact Range



Gram's Compact Range is designed to offer an affordable space saving option for operators who were interested in energy-efficient refrigeration but had limited space and budget.

The judges said: "Another good technology development, energy efficiency and design features to improve performance, good by design. "A company at the forefront of energy conservation and recycling of redundant equipment. What it states on the box is what you get."

Runner Up: Dudson

Sponsor:



Best Sustainable Foodservice Installation Winner: Space Catering



As we know, a kitchen is one of the highest users of energy in a hotel. Space created a facility at The Scarlet hotel in Cornwall with added capacity while fulfilling the stringent eco-friendly brief.

Runner Up: Meiko Microvac at the Royal Garden Hotel

Shortlisted: Mechline Developments

Sponsor:



Commercial Benefit Through Sustainable Practice Winner: BaxterStorey



For an approach to sustainability which is more than just a single, simple one project focus to sustainability. Their multiple initiatives have meant that despite strong growth and year on year increase in office staff and client locations, they have consistently reduced the impact of their operations on the environment. 50% of sales achieved across 2010 were secured with the strength of sustainability, CSR and procurement policies.

The judges said: "Growth in a difficult market is often hard to achieve, so if clients are saying that the policies are a major part of their decision then this is excellent. "A major player in the employee feeding sector with a clear strategy in regard to sustainability and with strong evidence to support their aims and objectives."

Runner Up: Creed Foodservice

Shortlisted: Bunzl Vending Services

Sponsor:



Internal Communications Award Winner: Bartlett Mitchell: 'The Freewheeling Campaign'



The Freewheeling Campaign which among other objectives, seeks to encourage and reward the Bartlett Mitchell teams to achieve more in terms of sustainability.

The judges said: This is a valuable way to reduce food miles. Often reducing food miles is badged up under local food benefits, but that doesn't always stack up. I really like the idea of using existing wheels on the road. It also has robust measurable effects.

Runner Up: 3663

Sponsor:



Consumer Engagement Award Winner: Beacon Purchasing – The Beacon Green Hotel Website



The Beacon Green Hotel Website aims to communicate the lasting value of sustainability and influence sustainable behaviour among those harnessing its services – its members and suppliers – specifically through the virtual Beacon Green hotel, the first of its kind produced in the UK. The judges said: "Very interesting project with evidence provided of use within the wider business community. Has potential to respond to and address a number of developing and topical sustainability topics (e.g. energy, carbon, etc.), and reach numerous businesses in the process."

Runner Up: Partners in Purchasing

Shortlisted: Wahaca

Sponsor:



Community Vote Winner: Holland House Retreat Centre



Holland House Retreat Centre was nominated for: "Aiming for 'harmony with creation', this retreat house offers nourishment for body and soul, serving local meat and vegetables, locally made beer, wine and fruit juice and honey from their own beehives. Service in the dining room takes place along the lines of a family meal, allowing for a real sense of community engagement. They are the first such retreat house in the UK to become a member of the Sustainable Restaurant Association." Following a local press campaign and by encouraging their customers to vote, they received the most votes from all the nominees in the Community vote Category.

Runner Up: Combe House
Sponsor: Dudsons



Special Achievement Winner: Cyrus Todiwala OBE DL



Cyrus' nomination states that Cyrus is an unreserved, no-holds-barred champion of the environment and sustainability, whether it covers supporting local farmers and fishermen, promoting healthy diets, or budding entrepreneurs who share his ethos and he does so much 'below the radar' and what the public sees is only half of his commitment in action.

The judges said: "Cyrus is the public face of sustainability and the environment. A life long exponent of supporting the smaller and niche food producers and committed to working alongside public bodies and individuals for the benefit of our planet. Wherever he speaks on these subjects, his passion never fails to shine through."

Runners Up:

Nicki Fisher, Pret A Manger
Tamsin Gane, Sodexo.

Shortlisted:

Ian Booth, Reynolds
Katie Dudson, Dudson
Caroline Fry, CH&Co
Thomasina Miers, Wahaca
Debra Patterson, The Savoy Hotel
Diane Webster, Beacon Purchasing

Sponsor:



*Numbers of shortlisted companies in different categories vary according to the numbers of entries received and where judges scores for entries are tied.





Footprint Awards A sustainability story

In launching an Awards programme whose *raison d'être* is sustainability, a keen eye was kept on minimising the environmental impact of the entire Awards cycle: from online entry to the choice of venue and suppliers for the Awards dinner. Enjoy these footprint facts:

Awards entry and judging – online, no 'judging miles' and print free

In 2010 a website was constructed that allowed the entry and judging process to be conducted entirely online: judges didn't have to travel and no great slabs of paper had to be printed and couriered around the UK. For most judges this proved a welcome evolution to the conventional awards process.

The Florence Hall and RIBA

RIBA is a beautiful building, but any venue chosen needed to stand up to sustainability scrutiny. Without getting too technical, RIBA conforms to many of the stringent guidelines imposed on architects.

Another benefit; the required technical infrastructure was built-in so rows of diesel hungry pantechnicons spilling equipment into Portland Place were avoided.

RIBA also invested in low energy LED lighting – which meant it looked pretty without costing the Earth.

Backdrop, Stage and Sponsors' Garments

The backdrop to the stage set was made out of an old marquee and scaffolding poles provided by Drèsd who actually invite companies to give them their (corporate) rubbish so they can make something beautiful and useable with it. They also provided the backdrop to the up-cycling showcase in the Gallery.

Table decoration

Executive Chef David Cavalier had the idea to have something we could eat in the middle of our tables that could re-grow once finished with. If you felt David skimmed on the parsley – you could help yourself from one of the pots in the middle.

Linen was provided by Johnsons Stalbridge

Linen: its linen sites are able to recycle between 50-80 per cent of their waste water. Guests therefore could rest assured that it would be cleaned in a highly sustainable fashion once asparagus had been splurged over it.

RIBA uses Dudson china anyway and on the night guests were eating off Dudson's Evolution range which has the lowest carbon footprint of any ceramic hospitality tableware manufactured anywhere in the world. Looks great too.

The candle holders were up-cycled from something industrial by Drèsd especially for the evening.

Dinner drinks

We gave the brief to New Generation Wine and they came back with some fabulous vino.

Jon Stevens from El Descanso who is one of the vintners behind the Sauvignon Blanc we were drinking was present. Don't worry we didn't fly him all of the way from Chile – he was in London attending the International Wine Fair. Guests were encouraged to ask him about the horse drawn vehicles that still work in the vineyards. Equally, the Temperanillo to go with the main course was as close to a perfect example of a biodynamically produced wine as one could get. Andy Muscat from New Generation was present despite having a bicycle accident on his way to RIBA – check out his Tweet to find out all about it. Drinking water was supplied by Llanllyr Source water – a British water which is sourced from organically certified fields, thus ensuring the stewardship of the land. We were delighted to welcome Patrick Gee the Managing Director of Source on the evening.

After Dinner Drinks

FAIR, a company which is doing an extraordinary job of providing the most delicious vodka ... sustainably, supplied the most wonderful post dinner cocktails. FAIR Vodka is the first Quinoa-based vodka and also the first Fairtrade certified vodka in the world so it keeps its sustainability credentials even when you've lost yours from a few too many shots.

We were lucky to have Pedro Solorzano from the Hush Bar around the corner in Brook Street to

mix the cocktails. Pedro used mixers provided by Innocent to create the 'Not so innocent' cocktail. Those wanting to find the cocktail bar just followed the Footprint editorial team – always reliable in that area.

If wine was not your tippie, Meantime Lager and Meantime Pale Ale was available. We chose meantime because it is brewed 7.6 miles down the road from RIBA in Greenwich.

Food (almost as important as the drink)

Bucking the global trend, we used very little meat in the canapés. As a nation we eat a lot of meat, which has a big impact on the environment so we wanted to highlight the wonders that can be done with native vegetables. The edible earth was enjoyed tremendously. Reynolds kindly sponsored the vegetables and we were delighted to have John Chinn of Cobrey Farm present who grew the Wye Valley rhubarb and Wye Valley asparagus. It's all very seasonal and very British. We also enjoyed some delicious lamb, which we know is kinder to the environment than beef – particularly as it's supplied by Nigel Fredericks. The fish supplied by M&J Seafood comes from accredited British MSC sources and Mike Berthett went out of his way to get the very best hand-dived British scallops.

What happened after cocktails?

Debra Patterson of the Savoy had been nominated in the Special Achievement Award category and was present on the evening. Many guests enjoyed the hospitality of The Savoy as we partnered with Fairmount and guests were able to take advantage of the Foodservice Footprint discount. Debra worked incredibly hard to ensure that there's no arguing with the Savoy's approach to 'being green'. Thank you Debra!

Thank you

Our heartfelt thanks to all those Sponsors and Partners that demonstrated that worrying about sustainability issues need not ruin a great night out in the West End.



Carbon management student applies himself at Nestlé

Nestlé in the UK has set itself a target to achieve zero waste to landfill from its factories by 2015. Yao-Ting Huang, an MSc student from the University of Glasgow, has come on board to help out.



THE FOOTPRINT Awards are an opportunity to attract academic environmental sustainability talent into the foodservice sector and to raise awareness of the career possibilities within it. The Footprint Internship Legacy Scheme was launched alongside the inaugural Footprint Awards in 2011.

Sponsors were offered the opportunity to commit to providing a specific internship project to the most able and enthusiastic students. Research is conducted on behalf of the sponsor on a topic that can bring benefit to the industry as a whole. Progress reports on the internship and the sponsor's experience will be reported in Foodservice Footprint.

"Our aim is to broaden this part of the awards mission to include more internships and research projects as an ongoing legacy of the awards programme" says Christophe Stourton, Footprint Media Group events and communications director. The first of those students is now working with Nestlé...

Yao-Ting Huang is studying for an MSc in Applied Carbon Management at Glasgow University. The course was the first of its kind

in the world when it started in 2007. The programme is unusual in that it includes a placement in lieu of a dissertation – hence the link with Nestlé. It's a placement he is delighted to have secured given the competition from his peers.

"It was a popular choice," he explains.

"The project interested me from the start as I carried out a carbon audit of waste at a local primary school as part of my core course – Carbon Auditing and Management. This made me realise how serious waste problems can be and the placement was the ideal opportunity to study waste management at a corporate level."

When it comes to environmental issues, waste is top of the pile in terms of recognition: the UK public has been sorting its waste for some time now, while few other issues stir the public more than packaging, plastic bags and the like. 'Zero waste', in turn, has become the Holy Grail for many corporates wanting to appease consumers, reduce environmental impacts and save money. Nestlé in the UK has a target in place to send no waste to landfill from factories by 2015.

"Zero waste is a tough challenge," says Neil Stephens, Managing Director of Nestlé Professional, "but we're already making progress towards that goal. Two Nestlé UK factories have already achieved zero waste to landfill [Girvan and Dalston], and others will follow that lead."

Yao's role is to help Nestlé identify how – and support work that is already underway via the company's technical experts. He's already been digging into the waste records from the past couple of years. "Nestlé wants to reach its target efficiently, so the first step was for me to review their current waste practices, such as the waste streams they have, the destinations of that waste, and what costs are involved. After comparing this data, a best practice report will be produced."

What's he discovered so far? "It's hard to help a company like Nestlé to achieve more on their waste target. Nevertheless, I have identified that one of the key factors affecting waste management is sales volume. For example, if customers want more coffee, Nestlé has to produce more coffee products, which results in increased coffee grounds being produced. This in turn increases ash production, which is another form of waste."

With more intelligence like this it's a win-win project. Yao gets first-hand experience of the challenges faced by one of the world's largest food companies: "It's a wonderful experience and I'm learning so much." Nestlé, in return, has access to a fresh, young mind with, perhaps, new ideas on how to meet these challenges head on. "If we are going to make progress in the years and decades to come, we need to be operating more sustainably – we therefore need access to new thinking on everything from waste to biodiversity", says Stephens.

Indeed, the students can act as a kind of short-term consultant, says Bethan Wood, programme director for the MSc in Applied Carbon Management and the BSc (Hons) in Environmental Stewardship. The student selected is carefully matched to the placement to ensure a best fit in terms of interests and career path. They will also be up to date in all things carbon.

A nine week placement it may be, but in that short time students can get a real insight into how businesses work. It's vital that companies like Nestlé are involved. "It benefits the whole foodservice sector," says Nestlé's Stephens, "when the likes of Yao go back to their courses and tell them what a vibrant, challenging and rewarding sector this can be to work in."



Water: why worry?

**Footprint Forum:
10 June 2011**

The news that parts of England were in drought conditions set the scene for an inspirational Footprint Forum on water. The challenges we face are here and now, as David Burrows reports.

WE HADN'T planned it – honest. On the morning of the Footprint Forum on water, the Environment Secretary announced that parts East Anglia are now officially “in drought” while other areas in England and Wales were “giving cause for concern”. She therefore called a second drought summit in less than a month to discuss contingency plans.

The news had the head of the National Farmers Union (NFU) doing the rounds at London's media studios pleading with the Government “not to turn the taps off”. Speaking to BBC Radio 4's Today programme,

ahead of the talks, Peter Kendall said: “Let's make sure we make food production a priority. That we talk to farmers in advance [and] we don't just turn the taps right off. That we allow farmers to eke out supplies.”

While the news sparked a flood of media activity, water has been climbing steadily up the corporate environmental agenda for some time. However, unless you are a grower in Southern Spain or a farmer in India (where the gap between water supply and demand is as much as 50 per cent), you could argue that you haven't really felt the impact.

Well, following the Government's official drought announcement, it appears not. Growers in southern England are already predicting wheat crops will be down 15 per cent while hundreds of producers are on standby as the Environment Agency looks to turn the taps off in certain areas (it's already asked nearly 100 farmers to comply with conditions stated on their abstraction licences and to stop abstracting water).

Water is the single biggest limiting factor in food production. Problems in production spell problems in supply. And this is where it gets complicated – especially for foodservice. What will happen to the supply of chef's precious ingredients? Where will suppliers look to make up the shortfall in satisfying the order book? How far will costs rise before food producers are restricted in what they can offer? What reactions will the investment community have when growth slows? What will be the impact on the communities that run dry one, two, maybe three years in a row? What's our responsibility to ensure they survive?

These were all questions buzzing around the auditorium at Unilever House in London on June 10 at the latest Footprint Forum



Discussion panel

Water has long been under valued but it's a finite resource. The forecasts for water availability going forward have prompted some to propose water markets to manage the resource. Does this idea have potential?

"The Government is keen to introduce some kind of water trading system, but farmers and growers could be outbid [for supplies]. We need to remember that food security is a priority," argued Laura Drew, NFU national horticultural advisor.

Others suggested that any such system is a "long way off", but there was a feeling that government intervention may well be necessary. Of course, any intervention would involve a value being placed on water. How to calculate that is anyone's guess but the Water White Paper expected this autumn may deliver some clues. "We are playing catch-up," explained Stuart Ballinger, a water specialist with AEA. "The White Paper will be interesting. At the moment the only trading going on is in small, localised places, for example between businesses."

As pressure on the resource mounts, however, there could be increasing interest. This could leave some businesses in a very



good place, and others struggling, according to Greenvale group technical manager, James Lee. "As soon as you come up with a value for water, some supply chains will become totally unsustainable while others may be more sustainable. Water has a massive value for some chains but not others."

One step back from a water market is the idea of creating a water footprint label. The idea is that this would raise awareness among consumers and encourage businesses to reduce their footprints. But can it work?

No. "It's a good tool to help businesses understand where their water risks are, but water is a very local issue – it's not like carbon. Water isn't about the volume but where it is sourced. It's too complicated to interpret it [through a label]," argued WWF senior policy advisor, Conor Linstead. Unilever's Llorenc Mila i Canals agreed. "We're using it as a tool, but communicating that to our customers as a label doesn't really



help." As did the NFU's Drew. "Consumers are quite trusting of retailers, so bombarding them with more labels could be counter-productive."

So, if not through a label, how can awareness of the issues be raised? And who should take responsibility for that?

"Consumers didn't ask for deforestation. They didn't ask for energy-inefficient products. And they didn't ask for water-intensive systems. Therefore it's up to business and government to get us out of this." That was one view from the floor.

The Forum provided a snapshot of just how some of the leading businesses were looking to 'get us out of this' (see below), but while there was a feeling of responsibility to deal with water issues – and a commercial necessity to do so – it is possible that the sector could only go so far on its own. The Government's affection for 'nudge' tactics and voluntary initiatives may not be enough.

James Stacey, a partner with Earth Capital Partners summed it up when he said: "Water is a public good, but while there is no question businesses can do more, whether they can do enough without regulatory interference is questionable. Eventually they will hit a ceiling, beyond which they could be at a commercial disadvantage."

As such, the sector needed to get better at lobbying for change – after all, legislation can create a level playing field. The NFU's Drew also highlighted some "blockages" in the current legislation that was, for instance, preventing farmers from storing as much water.

The issues are here and now

WWF has said that interest in water issues has gone "off the scale" recently. Indeed, the big companies have all gone on record declaring the challenges the food industry

faces if finite resources are not used more efficiently. The Footprint Forum gave some of them an opportunity to tell us what they're up to.

According to the International Federation of Agricultural Producers (IFAP) the world's agricultural systems will need to feed and create livelihoods for another 2.7 billion people by 2050, and yet "will receive a declining share of the available freshwater supplies". Already there is conflict between supply and demand.

"These are issues we are facing now," said Inder Poonaji, corporate head of safety, health and environment sustainability at Nestle. "If you haven't got a policy on water, then I urge you to have one."

Nestle, of course, is one of a number of the world's biggest food companies that has a vested interest in water supplies. Unilever is another, with the company having footprinted 1,600 of its products – a process which has proved to be "a fabulous resource for R&D and spotting new opportunities". Nevertheless, Llorenc



Mila i Canals from Unilever's safety and environmental assurance centre admitted that the company "hasn't solved everything". About half of Unilever's water footprint comes from growing raw materials, so the challenge extends far down the supply chain. Engagement with suppliers is key, he explained. "If you work closely with your

> continued from page 25



suppliers then you can start demonstrating why this is good for them.”

This is easier said than done. In foodservice, companies are getting to grips with the water they use. The Compass Group, for instance, has set itself a target to track and measure annual office water consumption. Starbucks, meanwhile, has changed how it cleans products after being bullied by the press for leaving taps permanently running in a ‘dipper well’. However, as the NFU pointed out, it’s the taps at field level that require more urgent attention.

That’s fair enough if a company has the budget and reach of a Unilever, but what about the smaller players? We all have a part to play in making the best efficient use of the water we have and even small changes can make a big difference to the overall picture. For instance, a business that hasn’t yet taken any action on water can save around 30 per cent on usage through low or no-cost initiatives. Nestlé’s Poonaji told of the £150 quick fix identified during a staff survey that now saves the company £50,000 a year. There are plenty of online resources that businesses can use – the Waste and Resources Action Programme is a good place

to start. The Food and Drink Federation also has its ‘Federation House Commitment’, the goal of which is to cut industry-wide water use by 20 per cent against a 2007 baseline. Food experts IGD also have a water working group.

Some companies are investing heavily in changes already to ensure they are ahead of the curve. Greenvale, for example, explained how it has ploughed a little over £1m into a new ‘cascade’ system for washing the 5,500 tonnes of potatoes the company washes and prepares every week. “The payback will be about three years,” said group technical manager, James Lee, citing water and energy savings of 75 per cent and 35 per cent respectively. The system is truly innovative, and there is doubtless a need for more companies to put their money where their mouth is.

That Greenvale, Unilever, Nestlé and the like are diverting resources to addressing water use is great news. It will also focus the minds of those supplying them. However, this is a disparate sector filled with hundreds of small companies that are fighting to make a living, let alone invest in water footprinting a tomato or spend time working with suppliers.

Hopefully, a thirst for knowledge by the few, as well as some support, will be enough to pull along the many.

Final thought

Our trawl through the foodservice companies’ sustainability reports for our special feature on water in the last issue showed a willingness to commit to improvements, but perhaps a lack of understanding in terms of the bigger picture. This Forum was a valuable starting point. Not only is water an issue for now, it’s an issue that will provide more challenges than carbon: it’s trickier to measure; issues are localised; and while there are cost savings, water is currently undervalued.

Many solutions will require work up and down the supply chains, something the foodservice sector needs to grapple with. One company admitted that they were only just getting to grips with supplier issues, and until recently water wasn’t an issue they really knew much about. The NFU has urged the supply chain to maintain “close contact” with growers so gaps in supply can be identified quickly. This contact will need to continue – drought or no drought.

Water award falls to Nestlé

Nestlé was recently awarded a prestigious award for its sustainable water management globally and especially for its work with the global farming community. Nestlé has reduced its water withdrawals by 32 per cent since 2000, at a time when production volumes increased by 73 per cent



Early in June Nestlé was named the winner of the 2011 Stockholm Industry Water Award for its leadership, performance, and efforts to improve the water management in its supply chain.

The honour from the Stockholm International Water Institute (SIWI) recognises Nestlé's aim to improve the water management and efficiency of its operations. The aim is obviously on target as the company's water consumption has decreased from more than five litres of water per USD of sales 10 years ago, to less than 1.4 litres today.

Judges praised the company's work with its suppliers, and particularly with its farmer partners. Nestlé employs 1,000 agronomists and water experts who work directly with farmers to help them reduce their water requirements, increase crop yields, and minimise pollution.

Water has been an issue of concern and constructive action for Nestlé for nearly 80 years – the Group's first waste water treatment plant was built in the early 1930s – and it is one of the

three pillars of Nestlé's concept of 'Creating Shared Value'. The company's focus on water also gains additional importance and relevance in the context of its work with the 2030 Water Resources Group (WEF-WRG) which is chaired by Nestlé Chairman Peter Brabeck-Letmathe. Together with its partners at WEF-WRG, Nestlé seeks to address the water issue with a broad-based approach.

The company is well aware that the problem of fresh water shortage is increasing, and urgently requires comprehensive solutions; concerns are that within 15-20 years, water shortage will lead to huge shortfalls in staple food grown by farmers. The WEF-WRG offers governments a set of analytical and practical tools to overcome shortfalls and to re-allocate water in case of new demand. Projects are underway in Pakistan, South Africa, Jordan, Mexico, and most recently, in Mongolia.

The main element of the toolbox is the water cost curve – a fact-based, comprehensive combination of demand side and supply side levers to bring

overall water withdrawals in individual watersheds back into line with natural renewal. Efforts to improve water efficiency of Nestlé's own operations, along the value chain of its products, from farm to consumer, and at product level, are necessary. But ultimately water is local – solutions to shortages should be focused on watersheds, river basins and common underground aquifers. Increasingly, Nestlé will fit its own efforts constructively into comprehensive strategies developed by the governments, such as those based on the WEF-WRG approach.

The prestigious honorary award will be presented to Nestlé Chairman, Peter Brabeck-Letmathe during the 2011 World Water Week in Stockholm in August. Brabeck-Letmathe says: "I am most grateful for this recognition. We have identified water as the biggest challenge for future food security, and beyond that, for economic growth. This is probably the most prestigious award in this area for a company – and it will strongly encourage us to continue with our efforts."

The Stockholm International Water Institute (SIWI) is a policy institute that contributes to international efforts to combat the world's escalating water crisis. SIWI develops and promotes future-oriented and knowledge-integrated policies towards the sustainable use of the world's water resources leading to sustainable development and eradicating poverty.

The Stockholm Industry Water Award recognises the business sector's contribution to sustainable water management by minimising water consumption and environmental impact. Awarded to any sector of business and industry, the Award was established in 2000 by the Stockholm Water Foundation in collaboration with the Royal Swedish Academy of Engineering Sciences and the World Business Council for Sustainable Development. An independent award committee, comprising of leading academics in water sciences, reviews all submissions and selects the winner following an open nomination process.

'Green' cleaning moves up the agenda

It might not be top of the pile when it comes to sustainability planning, but a focus on cleaning products has helped Sodexo save tonnes of waste, cut back on road miles and save water.



Day to day cleaning is an issue that has slipped under the radar to date, at least when it comes to sustainability. It's not surprising; after all cleaning is associated with chemicals and chemicals tend to have an impact on the environment. At least that's the common consensus. It's one that clearly rankles with Sodexo environment manager, Paul Bracegirdle.

"Cleaning products do have an impact, and we have to

balance that with the standards of safety, hygiene and cleanliness on sites. But that doesn't mean that cleaning products are environmentally unfriendly. I get asked whether our chemicals are 'environmentally friendly' an awful lot," he adds, "but what exactly does it mean – environmentally friendly? It can cause a great deal of confusion."

Often the suggestion is that the moniker is synonymous with 'non-hazardous'. But, that can

often mean the chemicals are heavily diluted which involves using gallons of extra water and transporting all of it the length and breadth of the country.

There is certainly more to 'green cleaning' than meets the eye, which is why Sodexo, for one, has been working with its global hygiene partner Ecolab for over 10 years to ensure its cleaning really is better for the environment. Essentially, Ecolab is a manufacturer of cleaning



products, yet the relationship with Sodexo goes much deeper.

"We don't just buy products from them," says Bracegirdle, "they come in and present to our staff and our clients, they help train our staff and keep us informed of the difference all this is making."

Using super-concentrated products, for instance, has helped to lower emissions, cut waste and reduce water use. A 2-litre pouch of 'Oasis Pro' can deliver the same amount of cleaning solution as 400 ready-to-use bottles. "All we have to do is dilute it," says Bracegirdle. The savings are considerable.

Based on its 2010 volume on the Oasis Pro Pouch product, Sodexo saved some 40 tonnes of waste. What's more, the company saved on road miles (see boxout) cutting emissions thanks to fewer products being carted around the country. Ecolab's enzyme-based Wash 'n Walk surface cleaner has reduced water use by eliminating the need for rinsing, plus the fact it cleans with cold water saves energy too.

The ability to quantify these savings is vital, says Bracegirdle. Firstly, the statistics give their clients peace of mind that "we are taking care of things. The

point isn't that we've been asked to cut the impact of our cleaning services – it's that we are changing the way we do things and we can demonstrate that to our clients if they ask us. This is the right way to go."

Since using Ecolab products across the business, Sodexo has received "great responses and seen excellent results" from both staff and clients, says Bracegirdle. "Staff having to rinse floors less, the reduction in lorry loads of chemicals and lower water and energy usage

makes economical, business and environmental sense."

The benchmarking not only helps Sodexo communicate its improvements externally though. The fact that these products are easier to use always goes down well with staff, and Sodexo is constantly communicating the benefits. "Ecolab are about to start a series of workshops up and down the country to train our managers on how to best use these products and the benefits they have. We've also got our 'Great Box', which contains

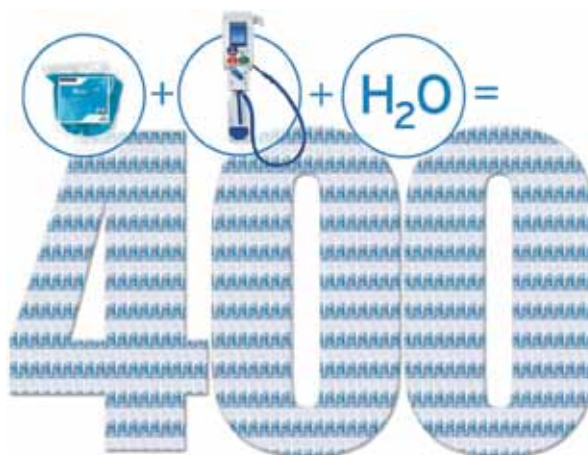
training cards with tips on everything from 'product use' to 'cleaning and the environment'," Bracegirdle explains.

There is no doubt that Bracegirdle is proud of the company's work on an issue that others don't see as a sustainability priority. "We want people to see us taking this seriously, because we are taking it seriously. When others see some of the savings we are making with a few simple changes then perhaps it'll appear on their radar too."



Small but mightily green

- A 2-litre super-concentrated pouch of cleaner can do the job of 400 ready-to-use bottles. That means considerable savings on waste and carbon.
- Waste. The plastic pouch the cleaner comes in weighs 26 grams. That's a rather significant saving on packaging given that it'll do the job of 400 ready-to-use bottles – which weigh in at 24kg.
- Carbon. Super-concentrated formulations also eliminate transportation of excess water. For example:
- Each Ecolab 4.5Kg solid capsule is the performance equivalent to one 20L drum of traditional warewashing detergent.
- Across Europe in the last 12 months transporting solids has saved 3,000 additional trucks making unnecessary journeys. Saving 182,100 tonnes of needless CO₂ emissions.
- 105 trucks versus 1 truck – The 2-litre pouch of Ecolab's Oasis Pro product line can make up to 400 ready-to-use spray bottles; it would take 105 trucks to carry all these bottles to clean the same surface area as just 1 truck full of Oasis Pouches.



Staying safe on the ice



Now that fresh ice has become a prerequisite for the perfect cocktail, drinks on the rocks, slushies and other soft drinks, and even for food display, most busy bars, if they do not already own one, are looking into purchasing an ice machine. That is all well and good but they must take into account the absolute importance of keeping the ice machine regularly cleaned – both from a food safety and an energy efficiency point of view.

Putting off a thorough clean-through could put customers at risk from health problems. When an icemaker is not regularly cleaned, slime and mould can build up in the machine creating an environment for bacteria

to grow and ice to become contaminated. Scientific studies have shown that salmonella, e coli and shigella have all survived in ice cubes mixed with cola, whisky and water, and even with 85 per cent proof tequila!

Regular cleaning and servicing will help to prevent the spread of these unwelcome diseases (and avoid costly law suits for food poisoning) as well as prolonging the ice maker's life and making sure it is operating at peak efficiency. Some areas in the UK suffer from hard water with a high mineral content which causes a build up of limescale within the icemaker which can seriously decrease the speed of ice production and increase energy consumption; it's a problem that can easily be avoided with regular maintenance.

Classeq has introduced a package of service plans for its Ice-O-Matic range of icemakers that keep the machines clean and in tip-top working order from as little as 62p per day. Under Classeq's service plan an experienced engineer will call regularly, change any water filters and fully de-scale and sanitise the machine. Not only does this mean the machine is operating as it should but also that the ice will taste fresh and pure.

www.classeq.net

Ice is an indispensable part of any foodservice operation's offering nowadays but it is important to treat your icemaker with the utmost respect if you want to keep your cool.

Classeq's Nick Burridge offers some tips on buying energy-efficient ice machines.

- Can it breathe? Many ice machines are sited in tight spaces. However, they need effective ventilation, otherwise the machine will have to work harder or may break down. So check that there is sufficient ventilation, in accordance with the manufacturer's instructions.
- If space is a big issue, consider a front-venting machine. For example, Ice-O-Matic machines have a front-venting air intake that makes them ideal for tight-fitting spaces. The top air discharge is a free optional feature that can be added to many of the models, which eliminates the need for side air-flow clearances by directing the exhaust air out of the top of the machine.
- Energy accreditation? There's no ice machine accreditation for energy in the UK. If energy-efficiency and running costs are a concern, look for machines that confirm to standards such as Energy Star, the USA accreditation.
- Energy-saving features: Ask the supplier about energy-saving features such as 'harvest assist'. Ice-O-Matic was the first company to integrate 'harvest assist technology', which improves energy efficiency and ice cube production by assisting ice off of the evaporator freezing surface and shortening the harvest cycle time.





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Under-counter power broker

Warewasher manufacturer Winterhalter has found a way to manage water and energy usage in its machines that offers major sustainable benefits – and fewer broken plates



Getting the balance right when it comes to energy and water usage on dishwashers is a tricky balancing act; water and electricity have to be used but it is possible to whittle the amounts down and still be effective. Warewashing giant Winterhalter recently turned its attention to its range of UC under counter warewashers in an effort to minimise water and energy consumption while maximising cleaning effectiveness and has come up with VarioPower.

According to the company, VarioPower not only saves energy and water, but also protects delicate dishes and glasses and gives better results. As its name suggests, VarioPower varies

the water pressure, regulating it to match the products being washed. It is fitted as standard on all Winterhalter's UC Series of under counter dish, glass and utensil washers.

For fine china or delicate glasses, or where soiling is minimal, VarioPower lowers the water pressure. This in turn reduces energy and water consumption, minimising costs. It also lengthens the life of fragile table and glassware. For heavier soiling, or when cleaning more robust dishes and glasses, the pressure is increased, avoiding the need to rewash dirtier items and thus, again, saving resources.

The new system also

automatically adjusts all the other variables – such as detergent and rinse aid – to ensure that results are always perfect, whatever the setting. "The technology ensures that champagne flutes get sparkling clean under low pressure, just as heavy-duty beer mugs do on high pressure," says Paul Crowley, marketing manager of Winterhalter.

Choosing the appropriate setting is simply a matter of tapping the appropriate graphic on the warewasher's touch screen panel, so the machines are perfect for outlets using unskilled staff.

The UC machines are available in four different sizes, small,

medium, large and extra large, and four different configurations, one each for dishes, glasses and cutlery or utensils, plus the multi-purpose bistro version, which can wash glasses and dishes at the same time. The glasswashers can process up to 48 racks per hour, with racks ranging in size from 400 x 400mm in the small model to 500 x 540mm in the extra large. The dishwashers and Bistro machines handle up to 40 racks per hour, the cutlery or utensils washers up to 11.

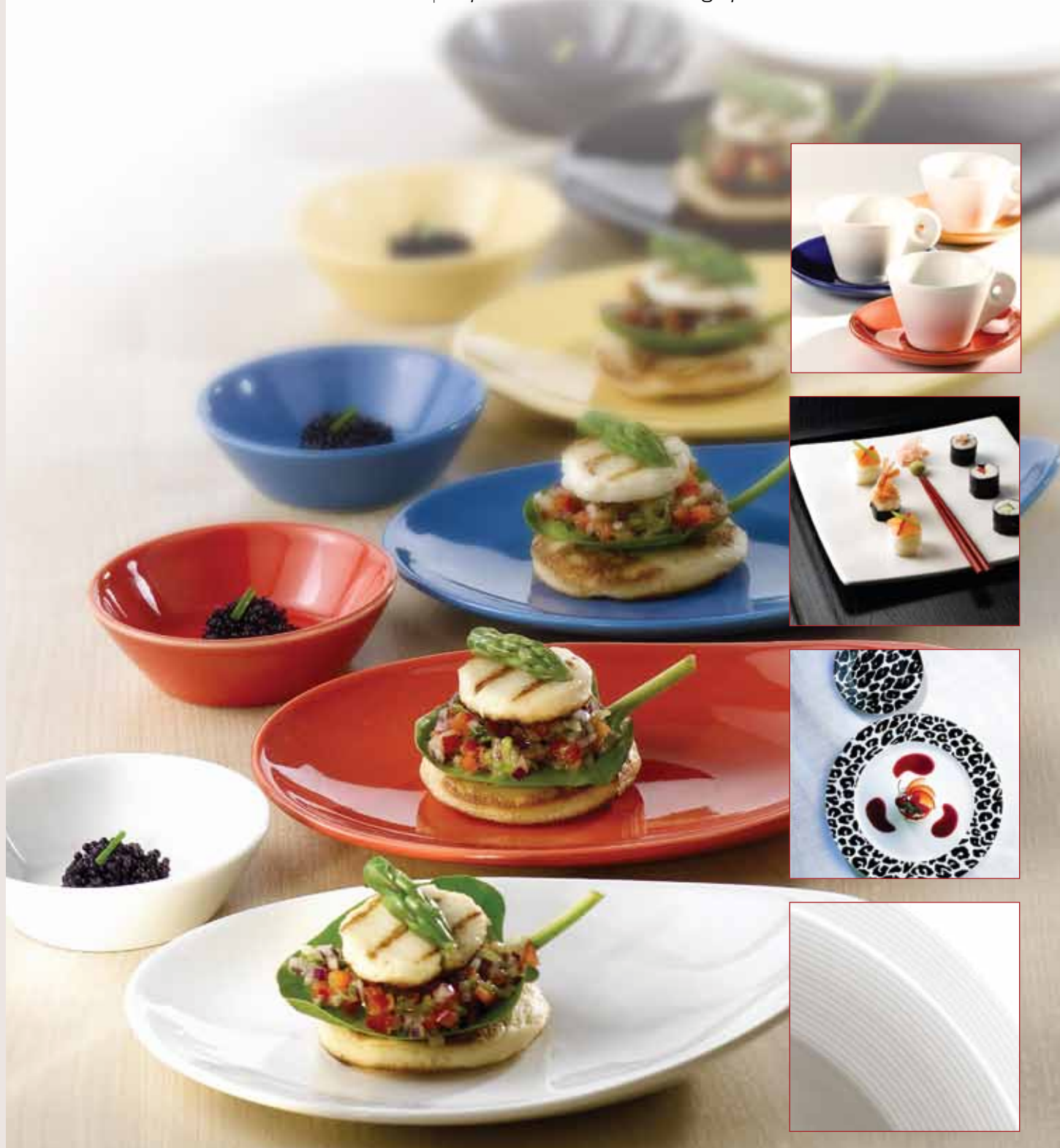
The UC Series is part of Winterhalter's IRT (Intelligent Resource Technology) project, aimed at reducing the consumption of water, power and chemicals in warewashing and is available through its national dealer network. The company aims to provide a total solution for warewashing, from pre-sales advice to after-sales service, training and maintenance. Alongside its market-leading dish and glasswashers, the company's range includes utensil washers, advanced water treatment machines, cleaning chemicals and detergents.

www.winterhalter-scout.biz



Long term thinking

For a long time now, Dudson has adopted a proactive approach towards production methods, introducing new technologies and methods of production to reduce the impact of its manufacturing operations on the environment.



MANUFACTURING CERAMIC products has traditionally been costly to the environment, with firing and glazing in particular requiring high energy use. But with rocketing increases in the price of gas and electricity alongside the detrimental effect on the environment of burning fossil fuels, the situation was fast becoming unsustainable.

A reduction in firing temperature was one possible solution, but previous attempts to achieve this aim had proven to be uneconomic or had resulted in a negative effect on the quality of tableware. However, in 2004, local company Endeka Ceramics embarked upon the development of new energy efficient bodies and glazes to provide a solution to these issues.

"By reducing firing temperatures, ThermECO brings benefits to producers, end users, and the environment," explains Stuart Adams, managing director of Endeka Ceramics. "We in the UK lead the world in low-temperature ceramics, and work continues at Endeka to reduce firing temperatures further and reduce the number of firings required to produce ceramics to ensure that we maintain that lead."

Today, all Dudson ceramic products are protected by a ThermECO glaze, one of the

new high-performance, energy-efficient products from Endeka Ceramics Ltd. developed during this intensive programme. A low temperature glaze has many benefits for customers, including increased hardness of the glaze, a high-gloss finish and improved metal marking resistance, as well as many benefits to Dudson production:

- Lower temperature firing = less energy used;
- Lower temperature firing = lower emissions;
- Improved stability during firing process = less waste generated;
- Unleaded glaze = cleaner effluent from the glazing process;
- Greater durability of product = a higher level of customer satisfaction

The use of ThermECO glaze has been particularly acclaimed in the development of 'Evolution', a new ceramic body developed by Dudson with the prime objective of reducing the carbon footprint created during manufacture. Carbon emissions produced in the manufacture of Evolution are 79 per cent* less than those produced in the manufacture of an equivalent porcelain product. The use of energy efficient glazes demonstrates just one of the many

initiatives that form part of Dudson's ongoing programme of environmental improvements to the production process.

A recent recycling project concentrated on trying to reduce the amount of glaze used when spraying flatware, with the aim of both reducing the amount of glaze used on a daily basis, and also the quantity of glaze going to waste (effluent.) Any waste glaze was thoroughly cleaned and sent through a filtration system, before being added to new glaze and re-used in the spray-glaze process. The initial trial produced a saving of 40 per cent, and it is hoped that with improvements to the re-claiming process, this figure will increase to an overall saving of 60 per cent of the quantity of glaze used in the spraying process. As the waste glaze is recycled, the quantity going to effluent is negligible, resulting in a positive environmental outcome.

Having been accredited with the ISO14001 Environmental Management Standard, Dudson remains even more committed to a sustainable environmental strategy, developing innovative solutions to reduce the effect of production on the environment.

**According to independent testing by Endeka Ceramics Ltd on kiln firing processes.*

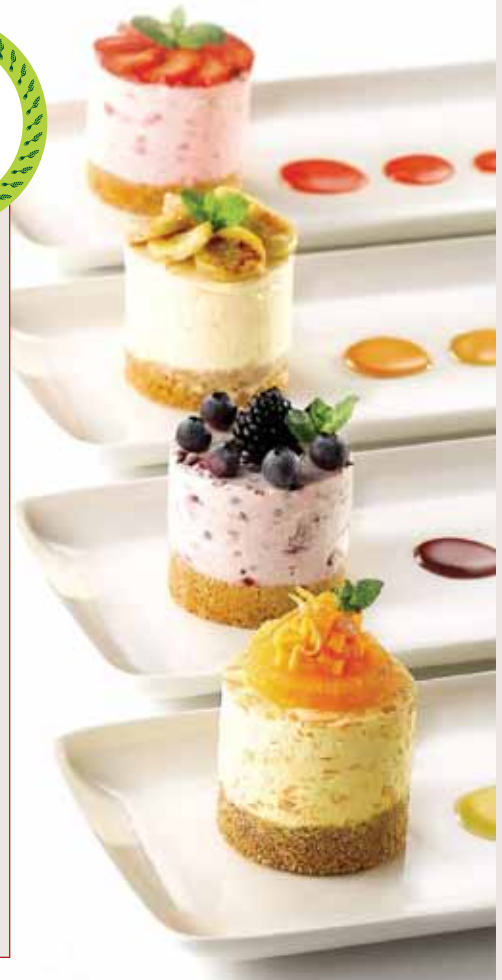
Awards – on a plate

Dudson, which supplied the Award trophies for the event, was thrilled to be short-listed in two categories of the Footprint Awards, as well as being sponsor of the Community Vote Award.

The company was runner-up with its once-fired product 'Evolution' in the Sustainable Catering Equipment Award, which diners had the opportunity to see at first hand when they were presented with their main course, which was served on 'Evolution'. Dudson also produced the Award trophies in the form of 'Evolution' plates which were presented to the winners.

Dudson was also proud to sponsor the Community Vote Award. This category was open to anyone to nominate any kind of foodservice business, whether a local tea room or a chain of nationwide restaurants, that made a difference by putting sustainability at the top of the agenda. The winner was the Holland House Retreat Centre, the first retreat in the UK to become a member of the Sustainable Restaurant Association. The centre serves local meat and vegetables, locally produced drinks including beer, wine and fruit juice and even has beehives to produce honey.

"The awards recognise the achievements of both companies and individuals within the food service industry in reducing the impact of their actions on the environment. The evening provided an ideal opportunity to demonstrate best practice, promote environmental excellence and encourage everyone to get involved," says Dudson marketing manager Katie Dudson.



We're off for a spot of brekkie

Eileen Steinbock, head of health and nutrition at Brakes Group, talks about the company's innovative strategy to deal with the needs of an ageing population: and she isn't just talking about care homes

The population of the UK is ageing. Over the past 25 years the percentage of the population aged 65 and over increased from 15 per cent in 1984 to 16 per cent in 2009, an increase of 1.7 million people. Over the same period, the percentage of the population aged under 16 decreased from 21 per cent to 19 per cent.

This trend is projected to continue. By 2034, 23 per cent of the population is projected to be aged 65 and over compared to 18 per cent aged under 16.

The needs of an ageing population should be catered for by a range of foodservice establishments – ranging from pubs, restaurants and hotels in the 'out of home' sector to care homes and hospitals in the 'healthcare' sector. As part of this, the right nutrition needs to be offered at the right stage of life. Though a younger population is looking to achieve health via nutrition, due to a variety of social and health factors, malnutrition often becomes a prevalent issue later in life.

For the ageing population, malnutrition can sometimes start in the home. As it is common for an older person to live on their own, many are reluctant or sometimes incapable of preparing fully cooked meals for themselves.

Here a local pub, restaurant or hotel can play a key social role. Outlets can consider creating a lunchtime and afternoon offering specifically catering for the older generation. A 'day centre' environment can be created by providing an attraction – for example a speaker such as a local community police officer, and a wholesome and nutritious lunch menu for guests. Dining in this type of social environment people are more likely to eat enough calories and protein.





In later life, the healthcare sector plays a key role in delivering a wholesome and appealing diet to those in hospitals and care homes. Here selecting and delivering food which has nutritional quality, variety and meets dietary requirements can pose many challenges for caterers. In general the sector faces two key dietary issues; hospital patients who can suffer from inadequate energy intake and care residents who may have difficulty chewing and swallowing solid food

Within a hospital setting, in order to ensure patients maximise their energy and nutrient intake, policies that caterers and other staff can try include protecting mealtimes so food can be eaten without interruption and help can be provided where needed.

In a care home mealtimes can be the highlight of the day for many residents and food often defines the quality of the establishment. A common issue is that residents are unable to chew or swallow solid food. In some cases this results in meals being pureed – perhaps with meat and vegetables combined. However, this regularly results in an unattractive and unappealing meal that can quickly put a resident off eating. To avoid this, caterers can try cooking each component and pureeing it to a smooth consistency individually. This can then be piped or scooped on to a serving plate, keeping separate sections to ensure food maintains its identity. For great time-saving alternatives, convenient for the busy caterer, Brakes offers a selection

of ready-made pureed meals, with each component made to look like the original produce.

In both hospitals and care homes increasing food intake by offering regular small meals and snacks, giving hand held foods to people that wander and taking personal food preferences into account will help to prevent malnutrition.

Foodservice suppliers can also help chefs and caterers deliver in a healthcare setting by ensuring that their offering can help to provide the best in nutrition and cater for individuals dietary requirements. Our industry should endeavour to provide solutions that are easy for the care sector to use and implement.

In support of this, Brakes Group has dedicated resources to helping hospitals and care homes with dietary advice. In 2009 the group published a nutrition brochure for care homes and hospitals and online advice to help meet the catering needs of older people.

Brakes is also assisting the care sector by providing an on-hand, dedicated nutrition team to advise and educate on the best food solutions. Our nutrition team can be an extremely useful resource for care home and hospital caterers. Depending on requirements, the team can provide expert advice on menu planning, highlight suitable Brakes products, or offer general nutritional advice on malnutrition through our dedicated email

nutrition@brake.co.uk.

Brakes Group health & nutrition commitments

Earlier this year, Brakes Group announced a series of major commitments as part of an ambitious corporate, social and environmental responsibility programme entitled 'Protecting Tomorrow Today'. One key commitment or 'pillar' was defined as health and nutrition. Here our company has been focused on being proactive and responsive to changes in nutritional thinking, government legislation and foodservice sector demands.

Brakes has maintained a Health, Nutrition and Wellbeing Department since 1985 and have been committed to taking a leading position in foodservice to help improve health and nutrition. This has included providing a wide range of food and menu solutions, supporting healthy and balanced dietary choices, and acting as a comprehensive source of advice and expertise to support foodservice sector needs – including those of the healthcare caterer.

Looking forward, Brakes Group has made formal commitments to take action in the area of health and nutrition, designed to support the improvement of the nation's health. This includes continuing to work with the Department of Health to help meet UK nutrition and health targets, and to improve the nutritional profile of products - based on the latest nutritional advances in food technology and ingredient innovation.

We want to work closely with the healthcare sector to ensure that all mealtimes are the highlight of the day for any UK resident or patient in years to come.

Brakes healthy & nutritious products

- Inherently healthy products e.g. fresh produce, lean meats, fish and single foods, now represent 44% of Brakes own brand sales.
- The company has developed a specially formulated range of [67] Healthier Choices products which meet stringent nutritional requirements.
- Brakes supplies 91 fish, meat and vegetarian products in a pioneering Smartcrumb coating which offers a no-fry alternative.
- The business has removed salt from products in line with FSA targets, reduced saturated fat in key products and innovated a 1% milk to reduce saturated fat consumption. We stopped using hydrogenated vegetable oils in all own brand products, and removed all Southampton Six Azo dyes.
- The company has a policy of clear unambiguous labelling, with comprehensive nutrition labelling on all relevant packaged products.
- 5-a-day information is provided on all product listings and on fresh produce delivery boxes.

Quirks of nature

CH&Co extols the many benefits of using Category 2 produce and says nature's misfits have their part to play in the battle to promote sustainability

Every year tonnes of perfectly edible fresh produce is thrown away because it is not cosmetically perfect. Aware of the environmental impact of such waste, CH&Co has been purchasing ungraded mushrooms and peppers for the past three years. Now the independent catering group is putting other Category 2 produce under the spotlight.

Caroline Fry, managing director of CH&Co, says: "Our procurement team is working very closely with nominated suppliers to take advantage of ungraded produce, wherever possible. The availability of certain produce is erratic, by its very nature due to seasonality but where we can, we purchase Category 2 from them, enabling us to maintain full traceability of the products and ensuring they are still 'fit for purpose' with a quality appropriate for our business."

CH&Co spends £75k annually with its leading peppers supplier alone. Of this, 50 per cent is now 'ungraded'. The peppers are still perfect for cooking purposes and the saving is around 25 per cent against the Grade A individually-boxed peppers.

"It means that we are not just doing our best to reduce waste, but there is also a commercial benefit," says Caroline. "At a time when food cost inflation is putting all budgets under unprecedented pressure, the cost benefits help us to at least mitigate against some of the massive increases."

But it's not all about saving money; the main motivation is avoiding waste and reducing landfill.

"There is nothing wrong with blemished, mis-shapen produce. Just because a pepper has a

bump or two doesn't mean that it tastes any differently. Obviously, we are very selective as to what we will purchase as we have to keep our quality standards high but when it's something like potatoes or tomatoes, it makes perfect commercial and environmental sense to use them. Consequently, we are now taking advantage of ungraded-size potatoes from our supplier, 4°C. Baking potatoes are our biggest usage and these must be graded for size, but for general 'mashing' types, the ungraded-size potatoes are completely acceptable."

But there is a limit to what CH&Co will consider purchasing. For example, ungraded fruit is unlikely to appear in its restaurants. Having recently trialed Category 2 bananas, this is not a route the independent caterer will follow again.

"Blemished fruit will never appear in our restaurants, just as one wouldn't expect to find it on supermarket shelves. We will never compromise our fresh food standards or do anything to damage our customers' and clients' perception of us."

"However, when it comes to other products which are chopped and blended into our dishes every day, we will continue to keep an open mind and avail of seasonal, ungraded items. Mushrooms are a great example; approximately 75 per cent of our mushroom usage is now ungraded."

Citing future world food shortages and excessive landfill, Caroline Fry and the team behind her at CH&Co are passionate about using produce that may never get eaten otherwise.

It seems that nature's misfits have a place after all.



A Better Tomorrow starts Today



Committed to a better tomorrow

Sodexo's sustainability strategy to 2020, the Better Tomorrow Plan has been developed to consolidate its corporate citizenship efforts across the world and is built around three pillars: 'We are' - which embraces values and ethics, 'We do' - which sets out 14 commitments to action on sustainability challenges, and 'We engage' - which recognises the dialogue required to translate commitments into action.

In 2010 Sodexo has received silver status for the fourth consecutive year in Business in the Community's Corporate Responsibility Index and Tillery Valley, its prepared foods business, was awarded the Carbon Trust Standard.

For more information on Sodexo's actions visit www.sodexo.com

sodexo
Quality of Daily Life Solutions

Reynolds' supplier benchmarking is purely academic

In the last edition of Foodservice Footprint, we reported on the dissertation in progress by student Marta Salvá in conjunction with Reynolds, which aimed to gain a better appreciation of suppliers' environmental practices. Now read on to discover the results of this work.

Over the past four years, Reynolds has been building its environmental strategy, achieving certification against the environmental standard BS8555 in 2009. This accreditation milestone rewarded Reynolds' hard work and encouraged further development; indeed, Reynolds is due to have its first ISO14001 audit at the time of going to press. The ISO14001 audit will predominantly focus on the business' successful environmental practices, though it will also highlight areas in which the company can effect change.

As environmental standards become embedded within the business, Reynolds can begin to assess other areas. One such area is the environmental practices of its supplier base, where a positive impact can be made by first gaining a better understanding of current practices. Reynolds can then identify where it can offer support to improve existing practice, reward best practice and actively promote these suppliers.

The work undertaken by Marta Salvá as part of her MSc. Dissertation at the London Metropolitan University, aimed to gain a better appreciation of suppliers' environmental

practices and understand whether there are both qualitative and quantitative ways of assessing suppliers. The plan was to identify a range of suppliers who represent different fresh produce categories and to identify similarities or differences between their practices. The categories chosen were:

- Citrus: a worldwide importer of hard and soft citrus fruit, salad lines, and exotics.
- Potatoes: a supplier of fresh potatoes to UK supermarkets and foodservice.
- Prepared vegetables: a supplier of prepared vegetables for foodservice and manufacturers.
- Leaf products: processors and packers of ready to eat salad and vegetables.
- Lettuce: growers, packers and suppliers of organic and non-organic fresh produce goods.
- Apples: a supplier of packed and imported UK fresh apples and pears.

The first part of the study was to agree on a range of sustainability indicators to show what practices suppliers currently had in place. A questionnaire was created to indicate environmental methods in the following areas:

- Waste (including activities around waste streams, measurement, reduction and recycling).
- Materials (reduction in raw materials and use of renewable sources).
- Energy (reduction in energy use and use of renewable sources).
- Emissions (reduction in greenhouse gases, herbicides, pesticides and fertilisers).
- Transport (outlining the proportion of import and export, whether food miles are measured and the type of fuel used).
- Water (whether it is used in the process and whether there are any reduction strategies in place).'

For some of the suppliers, a further calculation of their carbon footprint was completed using 'A Guide to PAS 2050. How to assess the carbon footprint of goods and services', 2008, BSI.

Evaluation of the results

As well as qualitative data, quantitative data was also evaluated. Quantitative data was plotted using a radar graph with the attributes evaluated.

Using a radar graph, a number of environmental criteria were plotted. On the graph above, the green line denotes the supplier's values, the red line denotes the average across the supplier base sampled



Photo: Potato Council

and the blue line denotes best practice. By evaluating the difference between the blue, red and green lines, it is possible to determine areas where the supplier is stronger or weaker in a particular environmental practice. In this way, the green line shows an example of a supplier who demonstrated practice equal to the best supplier in packaging, purchasing, waste and transport, but was below average in onward stability, environmental management, emissions and water.

Dependant on the main focus of the business, best practice was identified over a number of areas of sustainable management. It was clear that the areas in which the suppliers were deemed to have the most environmental impact, and to an extent linked to cost, had the most environmental focus. By taking the best practice of each supplier, and the level of compliance in these areas, a profile of a preferred supplier, or best practice to aim for, could be assessed.

It is worth noting that the suppliers sampled are national companies supplying major retailers and that, even within these businesses, there were still areas of environmental improvements identified and being implemented. As with Reynolds, the awareness, understanding and implementation of environmental improvements is gathering momentum as companies see the commercial benefits of these practices, for example through reusable packaging or water reduction and, as a customer, we have an obligation to support suppliers where possible.

As well as gaining an understanding of current supplier practices, the study has helped Reynolds to understand effective ways of benchmarking suppliers and to gain a better idea of environmental practices at tender stage. This understanding has been used in order to work with suppliers towards their better overall environmental performance by identifying their strengths and improving any areas of weakness.

However, this is a pilot study, and a number of factors on environmental performance have to be taken into consideration. For example, suppliers with a high dependence on water would be expected to have a focus in this area. Furthermore, suppliers evaluated were those with a head office in the UK, since this enabled the work to comply with timescales available for the dissertation. Further work will be needed to identify, firstly, key environmental practices within the grower base and, secondly, how this can be evaluated in multiple countries.



Photo: James Fosskett Love Potatoes

Greenvale's Cascade



One of the suppliers evaluated was winner of the Sustainable Use of Natural Resources Award 2011 sponsored by BaxterStorey at this year's Footprint Awards.

Through Project Cascade, Greenvale AP brings together technologies from other areas of the food industry and wider industries to solve issues faced by all vegetable processing facilities, which include the vast volumes of water used to clean root vegetables. The technology is multi-beneficial, as Andy Clarkson, general manager of Greenvale's Tern Hill, Shropshire site, explains:

'With Cascade, the product quality is dramatically improved, because we are washing in constantly regenerated water,' he says. 'Plus, the new system all but eliminates the risk of bacterial cross-contamination, which is a huge problem for the industry.'

Project Cascade has been trialed at the Tern Hill site, where it has dramatically reduced water consumption by 75 per cent. The site washes 140,000 tonnes of fresh potatoes per annum; Project Cascade is currently saving the equivalent of over 60 million litres of water a year. However, the company believes the figure could be as high as 70 million litres once the system is fully operational.

winterhalter



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FOOTPRINT INTERVIEW

A coffee with...

Ufi Ibrahim, director of the British Hospitality Association

Q: In 'About us' on the BHA website it states: 'Sustainability – facilitating an industry-led effort to develop economic, social and environmental success in the short and longer term.' What does this mean in practice?

A: Whether it is conserving energy, where we source our food, road miles, or waste disposal, taking the sustainable route is the right thing to do and it ultimately helps on the bottom line. It is a difficult time for our members, especially those outside of London, so any way we can cut costs is good.

Q: What is the BHA 'take' on sustainability?

A: It is vital that we take a long-term view and apply sustainability to everything we do. We do not have to promote awareness to our members – they are already aware and keen to make a difference.

Q: How do you help members achieve their sustainability goals?

A: Our role is to work with suppliers to bring product to market; in effect to inform our members about what is out there. There is so much data online we need to help them acquire the knowledge and apply it through practical toolkits.

For example, we are working with partners including LG (air conditioning), Phillips (low energy lighting), CocaCola (sustainable refrigeration) and Nestlé (a number of waste management options through recycling) to name but a few.

Q: You have been working closely with the Carbon Trust on energy savings. What initiatives has that prompted?

A: We have recently run workshops with Carbon Trust on Biomass Heat/Accelerator technology which could be an important way for hoteliers to make energy savings. The uptake was very good, very positive.

Q: Finally, how do you see the future sustainability?

A: Practical application of sustainability is critical. It is not black and white: we must remember that what is right for one business is not right for another. The best service we can offer is access to information and services.

Q: And what about health? Does the BHA have any input here?

A: BHA has a seat on the board of the 'Responsibility Deal', formed and chaired by the Secretary of State for Health and, as the voice for 'out of home food services', the BHA is working on a voluntary proposal for the industry to help attain government targets on reducing obesity and improving the nation's health. In this way, we hope to avoid any unnecessary legislation in this area.

- In May the BHA launched its report, 'Health Works: a look inside eating-out'. The report includes results of a BHA survey covering 10,000 establishments across the UK who have been working towards offering healthier food options to the consumer.

The BHA is leading initiatives by the Government and the results of the report show that there has already been a significant improvement in the nation's diet.

www.bha.org.uk



Committed to helping improve health and nutrition for consumers

Proactive and responsive to changes in nutritional thinking, government legislation and consumer demands, we have maintained a Health, Nutrition & Wellbeing Department since 1985

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3

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4

we promise you
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