

FOODSERVICE FOOTPRINT

Sustainability issues in the food industry
May 2011 • £4.50



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run out before oil

PACKAGING PROBLEMS

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together

NEW SECTION

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Forum Report:
Ethical labelling –
no more excuses

Sustainable fish:
It's what 79 per cent of
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COMMENT...

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“We need collective action and the disparity of our sector can’t be an excuse for disengagement.”

David Burrows
Footprint Editor in Chief

Which would you choose: a voluntary initiative with you all working together to achieve change; or tighter regulation that forces change? It’s a tough call. This Government has certainly nailed its (two) colours to the ‘voluntary’ mast. And the Responsibility Deal is a case a point.

The RD has been established to “tap into the potential for businesses (and other organisations) to improve public health”; businesses commit to a variety of pledges (there’s no limit as to how many or few) covering everything from salt reductions and healthier staff restaurants to calorie labelling on menus. So far, 170 have joined in. It seems a lot, but then consider the size of the UK food and drink industry...

Foodservice companies are, largely, conspicuous by their absence. I have a theory for this. Generally, it’s the biggest companies that have been the early adopters – your PepsiCos and Tescos. Representing foodservice at the moment are the big boys too, including Compass and Sodexo. On page 31, Sodexo’s Phil Hooper argues that his company, and its competitors, have an added responsibility: to pull the rest of the sector along with them on the Government’s journey to a healthier nation. That pull will help, but there also needs to be a push.

There’s no arguing that foodservice is a disparate sector. But disparity can’t be an excuse for disengagement. Everyone in this sector has a responsibility to take action - whatever their size. If this deal doesn’t work, the Government says regulation will come thick and fast.

And there are other areas where we risk the regulator’s wrath. Packaging, for instance, is ripe for taxation as we discuss on page 24. We’re lagging behind retail, and there is little evidence of industry-wide cooperation in foodservice to cut waste and enjoy the cost benefits that come with it. That’s why we are proposing a roundtable on packaging as soon as possible to produce some collective actions.

The rich mosaic of companies involved in foodservice makes collective action tricky, but not impossible. We need to pull together, or risk regulation tearing us apart.

Food for thought...

Health & Wellbeing

You’ll hopefully notice the magazine is undergoing a few ‘nip and tuck’ changes. We’ve introduced a Health & Wellbeing section – an obvious move given how closely aligned the issues are with sustainability. We’re also attracting top journalists, commentators and industry names to write for us as we look to analyse the most important topics for the sector. But don’t forget this magazine is for you, so do get in touch with your thoughts, stories and observations. In the next issue there will be a letters page too – all the more reason to have your say.

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.

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Good Food, Good Life



Beyond the cup

THE NESCAFÉ PLAN

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THIS MONTH'S CONTRIBUTORS

In 2008, **Dr Emma Roe** provided the Food Ethics Council with a research paper on ethical labelling in foodservice. Three years on, she shares her thoughts on the challenges still faced. Emma developed her research interest in ethical supply chains in the foodservice and food retail sector whilst leading projects in the EU Welfare Quality project between 2004-2009. Since 2007 she has been a Lecturer in Human Geography at the University of Southampton. **See what Dr Roe has to say in her Expert Comment on page 31.**



Nick Hughes takes a look at water, the resource that may well run out before oil. There's certainly more to it than switching off the taps. Nick also takes a look at the Government's Budget announcement on fuel duty and asks whether soaring fuel prices will drive green innovation. Nick is an experienced food business journalist having worked for *The Grocer*, *Retail Week* and *Marketing*. Last year he was shortlisted for Business Writer of the Year at the PPA Awards.



Big Appetite for sustainable fish

By David Burrows

Almost four in five UK consumers (79 per cent) want the fish that is on sale to come from sustainable, not overfished, sources. However, less than a quarter (21 per cent) think there is adequate information on whether fish products come from well-managed sustainable stocks. The poll, carried out by YouGov, comes as the UK, along with the rest of Europe, starts on the journey to reform the Common Fisheries Policy. Indeed, WWF says there is overwhelming support from consumers across Europe for the Common Fisheries Policy (CFP) to be reformed and improved. In the UK, 66 per cent of people support reform of the controversial policy.

This is actually lower than many other countries. However, the appetite for sustainable change among the UK public is clear – the ‘Fish Fight’ campaign run by celebrity chef Hugh Fearnley-Whittingstall managed to attract 650,000 signatures for a petition to ban discards. Up to 50 per cent of all the fish caught in Europe are thrown back into the sea, dead, as a result of the quota system within the CFP.

Fearnley-Whittingstall said he was “thrilled” to hear of the support for reform of CFP. “These issues are too important for the politicians to ignore, and it is beholden on them now to

make the changes to this broken policy that the public clearly want.”

WWF is calling for a “robust reform” to the CFP, seeing the current reform as a “rare chance to fix the existing system”. Speaking to *Foodservice Footprint*, WWF fisheries policy officer, Giles Bartlett, said that a lot of foodservice companies have been taking steps to improve their sourcing policies, including work with the Marine Stewardship Council. Bartlett said companies had the power to transform the market.

Analysis

The Common Fisheries Policy (CFP) is one of the oldest common policies in the European Commission, writes David Burrows. Since the first elements were introduced in 1970, it has also proved one of the most controversial. This is the third review of the policy – and many see it as the most critical. According to the European Commission, 72 per cent of EU fish stocks are now overfished and 59 per cent are at a high risk of depletion.

Indeed, the EC freely admits that the current reality is one of over-fishing, fleet overcapacity, heavy subsidies, low economic resilience and a decline in the volume of fish caught by European fishermen. In other words: it ain't working.

In July, we'll see for the first time the proposals the EC has for a new CFP, after which it will go to the Parliament and the Council. The negotiating and the lobbying will really start to heat up. The likes of WWF are hoping that a “robust reform” will see all fish caught from sustainable sources. That's what the majority of consumers want too, according to their poll. But there's a role for industry here too – to demand sustainable fish. It won't happen overnight, but as we reported in March, Sodexo is proving that you don't always have to wait for the politicians.



Sustainable palm oil products arrive

AAK UK, giant importer of cooking oils, has announced that since March, its full range of bakery fats and many other standard product lines now contains RSPO-certified sustainable palm oil.

AAK, approved by the Roundtable on Sustainable Palm Oil (RSPO) as a supplier of certified sustainable palm oil, says that until the roll-out across all its palm oil products is complete, customers can still support sustainable production in relation to their use of blends and palm kernel oil with the GreenPalm certificate trading programme, or Mass Balance, which are both options approved by the RSPO.

Sanctions lifted on Ivory Coast

Brussels has now lifted sanctions imposed on The Ivory Coast, a major producer of sustainably grown cocoa, following the arrest of its former president Laurent Gbagbo, who refused to leave office despite electoral defeat in November. The European Cocoa Association, the Federation of Cocoa Commerce and CAOBISCO, the Association of chocolate, biscuit and confectionery industries of the European Union, in a joint statement, said: “A prompt resumption of cocoa activities will bring a much needed focus in the lives of the hundreds of thousands of people engaged in the Ivorian cocoa trade.”

“We are confident that the international community will fully recognise the level of support and rebuilding of the economy and infrastructure that will be needed to facilitate a speedy recovery, “

The advertisement shows a collection of 'essential cuisine' stock products in various containers (jars, tubs, and a carton) including Veal, No1 Gravy, Beef, Chicken, and Game. These are placed next to a bowl of food containing vegetables and meat. The 'essential cuisine' logo is prominently displayed on the right.

www.essentialcuisine.com

the stock specialists

MARRIOTT'S SUSTAINABLE FISH PLEDGE

The Marriott Hotel in Park Lane has pledged that 100 per cent of its seafood supplies will come from sustainable sources, in a move hailed as a blueprint for the group's kitchens around the world.

The decision to support seafood sustainability was taken when M&J Seafood presented to Marriott chefs in Germany, discussing the issues associated with using over-utilised seafood on restaurant menus. It resulted in seafood specialists working closely with Kavita Bengali, executive chef at 140 Park Lane, part of the five-star flagship hotel, to consider what changes needed to be made to her current menus and where adequate and reliable supplies of good quality seafood could be obtained.

The restaurant has now swapped dishes, such as its once popular smoked eel – European Eel has suffered dramatic declines in recent

years and is now deemed as endangered – with sustainable dishes including the award-winning south coast lemon sole with Canadian potted shrimp.

The initiative has won 140 Park Lane a coveted four blue fish rating from Fish2Fork – only three restaurants across Britain have managed better with ratings of four and a half. Mike Berthet, director of seafood for M&J Seafood played a vital role in the restaurant's decision to banish over-utilised seafood stocks from its menu.

He said: "We are extremely impressed with Kavita Bengali and her team at the restaurant for their enthusiasm, approach and commitment to make changes. They bit the bullet and they are truly on board serving quality fish and seafood from sustainable and well managed fisheries from around the world."

GREEN movers

ANDY STONE

DBC

Foodservice has appointed Andy Stone as head of Healthcare and Education. Stone will be working to grow DBC's cost sector business, which includes contract

catering for the NHS, local authorities and private healthcare groups, managing a team of national account and business managers. He joins DBC from Brakes, and previously to this, Stone spent 18 years at Blakemore. He is a member of the Local Authority Caterers Association (LACA) where he previously chaired the West Midlands region.



ROBIN McKNIGHT

The Catering Equipment Distributors Association (CEDA) announces the appointment of Robin McKnight as managing director of CEDA.

McKnight joins CEDA from global manufacturer of food transport systems, Blanco CS UK, where he currently holds the post of managing director. Starting his new role at CEDA in May, he succeeds Peter Kay, who will remain actively involved in CEDA on a part time basis. At the same time Iain Munro becomes chairman alongside his role as joint managing director of ScoMac Catering Equipment. He succeeds Peter Kitchen, managing director of C&C Catering Equipment, who has held the existing post for the past five years, making him the longest serving CEDA chairman.



Large one to go



Huhtamaki giant Costa cup

In support of UK Coffee Week in April, Huhtamaki partnered with Costa to create a larger than life replica of its double wall takeaway cup. Standing at almost 2.5m tall, the massive cup was launched on the Costa stand at the London Coffee Festival. Costa marketing director Jim Slater said: "It was great to have a little fun making this massive cup. The Costa takeaway cup is one of the most recognisable features of the Costa brand, and the work that Huhtamaki has done over the past year to produce our new recyclable version is truly ground breaking."

Foster's cool for Buying Solutions

Foster Refrigerator was recently awarded 'official supplier to the public sector' status on the Government's Buying Solutions RM673 framework agreement for Commercial Catering. The framework agreement enables any public sector department or governing body to purchase the best quality refrigeration equipment at value for money prices, with all the hard work of researching, sourcing, quality testing and price checking already carried out by Buying Solutions. As well as offering sustainable products, Foster is a low carbon manufacturer, the first and only UK commercial manufacturer to achieve the Carbon Trust Standard and the first to achieve the environmental management standard ISO 14001. This, together with ISO 9001 accreditation, covers everything they do from initial product design right through to final collection and disposal of old products.

• Foster Refrigerator was named one of the nation's top manufacturers at the EEF Future Manufacturing Awards. John Savage, food service director at Foster Refrigerator said: "...Foster has environmental values that run through the whole business operation, and it has built up an enviable reputation as the 'green leader' in the commercial refrigeration market."

THE DRIVE FOR GREENER

Despite the Budget, fuel prices are still hitting those in the business of moving food around the country hard. But might this help to accelerate innovation in greener logistics, asks Nick Hughes?

In a Budget short on good news stories the Chancellor's decision to reduce duty by one pence and cancel the fuel duty escalator was as close to a silver lining as it got, not least for the foodservice sector whose reliance on road transportation makes it heavily exposed to the rising cost of fuel. The most recent official study on road miles is a government report from 2005 measuring miles in 2002. It found that food transport accounted for an estimated 30 billion vehicle kilometres that year, representing 25 per cent of all HGV vehicle kilometres in the UK.

Despite the tax break, the price of petrol has increased in price by 12.5 per cent since April 2010 – bad news if you're in the business of shifting food from A to B by lorry it seems. But from an environmental standpoint, the rocketing price of fuel has arguably been a force for good: it has prompted businesses to accelerate green transport initiatives.

"The rapid increase in price has certainly made people focus more on the price of fuel," says Ken Mulholland, environment and sustainability manager at Brakes. Mulholland is the man responsible for driving new initiatives to improve Brakes' transport efficiencies. At the most elementary level this involves actions such as consolidating routes, cutting down on business travel and encouraging more economic driving practices by using electronic fleet monitoring systems that track and monitor driver behaviour.

But as new technologies come on stream, green transport initiatives are becoming decidedly more cutting edge. Brakes is currently considering an investment in liquid natural gas as an alternative to diesel in its fleet. The new hybrid engine technology runs vehicles on a combination of diesel and

liquid natural gas, which emits lower levels of CO₂ than a standard diesel engine vehicle. Mulholland describes LNG as "very exciting", as is a trial of low-roll resistant tyres, a set of which are said to have a positive effect on fuel consumption of between 3 and 4 per cent. Initiatives such as these and others like them – McDonalds and Booker, for example, convert used cooking oil into biodiesel to power their delivery trucks – are indicative of a greater industry-wide focus on green transport. Four years ago, IGD pioneered an ECR UK (Efficient Consumer Response) initiative, which aimed to remove 200 million food miles from the UK's roads by the end of 2011. Last month, IGD announced that the food and grocery industry has already saved 163 million HGV miles through a variety of sustainable distribution initiatives, often involving previously unthinkable collaborations between rival businesses.

"While there will always be a need to transport products from producers to shoppers, organisations are increasingly recognising that there is scope to do this more efficiently, reducing the fuel that they use, the miles that they travel and ultimately the number of vehicles on the roads," says Karen Chalmers, senior supply chain analyst at IGD.

Kellogg's and Kimberley-Clark, for example, have been working in partnership since 2006 to manage their deliveries of smaller orders. Having established synergies in transport routes, Kellogg's products are now cross-docked with Kimberley-Clark products for delivery to smaller multiple retailers and independent stores. Trucks can be filled to maximum capacity, which in turn reduces distribution costs and increases delivery frequency while maintaining high utilisation

LOGISTICS



of vehicles. The real winner, however, is the environment with reduced carbon emissions equivalent to 270,000 road miles per annum. Collaboration between rival suppliers is a relatively new trend in the foodservice industry and one that requires something of a leap of faith by the companies involved. Mulholland says Brakes has been talking to some of its suppliers about using their vehicles to backhaul on its behalf and says "with fuel on the increase initiatives like this will come to the fore more and more". Indeed, Chalmers estimates that with one quarter of lorries still running empty on their way back from delivering goods there remains "huge scope for companies to implement similar activities, potentially saving millions more road miles in the UK".

Road miles remains the easiest quantitative measure of the effectiveness of green transport initiatives. However, experts warn that to view removing miles as a universal panacea to solving transport inefficiencies represents flawed thinking. Danone UK, for one, suggests that "the mode of transport is a far more important factor than the distance travelled" and flags up its extensive use of the vastly more efficient rail network as an example of where transport mode trumps distance travelled in the environmental stakes. Danone Waters is one of the largest rail freight users of the Channel Tunnel with five trains per week crossing France to its distribution centre in the UK and over 60 per cent of Evian and Volvic delivered to the warehouses via train. Tesco has a rail express service that carries stock between its distribution centres in Daventry and Livingston with one train journey able to carry the same load as 28 lorries, while PepsiCo now uses an electric

train to transport Quaker porridge oats from its factory in Cupar, Scotland to its storage depot in Lutterworth, Leicestershire.

Brakes is also examining the benefits of the switch from road to rail and recently became the first UK foodservice company to use Eddie Stobart's Spanish to UK 'green train' to transport fresh produce from the continent. "Switching from road to rail is a very worthwhile thing to do and has serious benefits for your CO₂ emissions, but it's going to be a slow burner because you have to look for partnerships and the efficiencies of the thing, so it does take more time to put in place," says Mulholland. The 'green train' is currently only a seasonal service but Brakes hopes to be able to establish more permanent rail routes within the next few years.

Rail will undoubtedly have a major role to play in the distribution networks of the future but, for now, the UK's rail infrastructure remains fairly limited; that means businesses need to think outside the box when it comes to optimising their vehicle loads. One method is through the use of double deck trailers that allow businesses to move more product on the same vehicle.

Wincanton, the logistics provider that is making a concerted push into the foodservice sector with customers including Punch Pub Company and Tragus Group, last year designed an eco-friendly semi-trailer that provides additional space for at least four pallets per load without going over weight limits. The result? an estimated 10 per cent reduction in road miles. Wincanton managing director Gordon Scott describes the trailer as a "win win both for our customers and the environment". The Government, however, sees it differently.

Thus far the new design has been thwarted in its efforts to gain approval by the Department of Transport. Currently the limit for road vehicle length is less than Wincanton's new design but the Department for Transport has conducted an impact assessment and a formal consultation is now imminent. Wincanton is confident of gaining approval in the near future though. "Despite their longer size and increased capacity, the vehicles would use less than 2 per cent more fuel than existing trucks, which is marginal when measured against the potential for an increase of 15 per cent in productivity and vehicle journeys saved," says a spokesman. "The take up of these trucks by the logistics industry could result in fuel savings of £60,000 per vehicle, which amounts to £1.8 billion annually. These savings are poised to come at a crucial time, as the industry searches for a solution to mitigate against rising costs." Often, it is government bureaucracy rather than business disengagement holding back progress. Ocado was left with egg on its face last year after vans the company claimed ran on bio diesel only were spotted filling up with regular diesel in London. It transpired that Ocado did not yet have planning permission from the local authority to install a biodiesel tank at its west London depot.

Nevertheless, there is no shortage of examples that suggest the food sector is leading the way in green transport initiatives, and while it may be naive to suggest that fuel price hikes have been a blessing in disguise for the trade, it goes to prove once again the old adage that necessity really is the mother of invention.

Health & Wellbeing

Time for action on health

It's time the foodservice industry took health and wellbeing off the agenda and put it into practice, says 3663 communications controller, Lindsay Winsor.

At 3663, we've always been passionate about our environment, products, communities and people. With more and more consumers looking for a great choice of foods that support their bid to live more healthily, our industry is responsible for not only delivering healthier options, but also equipping our customers with the knowledge and skills they need to offer balanced menus.

We know that making health and wellbeing a core part of our business – how we think and operate – and encouraging our supply chain to do the same has a positive impact on our outcomes. Taking a collaborative approach and working together is key if we're serious about enhancing our businesses and our industry through our customers. So, we're proud to be sponsoring *Foodservice Footprint's* new Health & Wellbeing section – because improving the health of the nation matters.

As one of the leading foodservice wholesale distributors in the UK today – offering a broad range of food and non-food products and services to our 60,000 customers daily – we ensure that we're continually reducing our environmental impact. We know that providing accurate labelling and nutritional information alongside a choice of natural, healthy and sustainable foods is fundamental to our future. Not only because government targets advise it, but because it is morally the right thing to do – and we cannot fall short.

More businesses than ever before are introducing health and wellbeing policies – making it an integral part of their CSR strategy.



**Lindsay Winsor, 3663
communications controller**

The business case for it sells itself. But, when it comes to healthy products, we need to be working to the same agenda to ensure that we can improve the health and wellbeing of our customers, their consumers and ourselves.

There's no argument that businesses big and small will continue to be challenged with the task of reducing sodium, sugar and fat levels without compromising on taste. We've already eliminated artificial colours, Monosodium Glutamate and Hydrogenated Vegetable Oil from our own label products¹ but we know we can do more – this is one small part of the wider picture.

It's time the industry took health and wellbeing off the agenda and put it into practice. After numerous industry calls to work more sustainably, we still lack a uniform approach to tackling these issues. Sustainability is interpreted in different ways depending on outlet type, and what's deemed as important to that business; this could hold up progress. We must seek clarity of messaging together if we are to make a real difference by focusing on issues such as: product origin, traceability, ethical sourcing, meeting the needs of consumers with special

diets, as well as those making a healthy lifestyle choice.

Six years ago we felt challenged to push ourselves and implement a campaign to help our customers find the right healthy products to suit their needs. We called it the 'Positive Steps' campaign. It demonstrated our commitment to being open and honest about our own brand products, providing customers with healthier menu options by controlling what went inside. Today, we accompany this with a wider offer from pure, fresh and natural produce for scratch cooking, to accredited goods like Marine Stewardship Council fish and seafood, British Red Tractor meat, poultry and dairy produce and a host of Fairtrade products.

We strongly believe that our role extends further than delivery to the kitchen door. That's why we have a team of chefs who work closely with our customers to develop product, recipe and menu ideas and help them to better understand product sourcing. They're equipped to advise customers on healthy cooking techniques to improve the nutritional content of many meals through dry-frying, grilling and recipe modifications; this all helps inspire chefs and caterers to consider changing the way they work.

But, let's be realistic. We didn't change overnight and we don't expect to wake up tomorrow to a new industry. It takes time to develop the policies that work well for your business. However, we can get there quicker by working together and exchanging best practice. So don't delay – take a closer look at your company commitments to your customers and consider how you can bridge the gap between what's on paper and what's happening in your business.

**For more information, please visit:
www.3663corporate.co.uk**

[1] As identified in the FSA commissioned Southampton report.

Health & Wellbeing sponsored by



Health comes cheap

A balanced diet is cheaper than any other, according to new research from BM Savings.

From 2005 to 2010, a traditional full English breakfast has shot up in price by from £12.40 to £16.55 – that's 33 per cent. Meanwhile, a menu which focuses on health and includes a regular '5-a-day' quota has jumped 64 per cent, from £5.39 to £8.85, the study claims.

But the figures also suggest that those with a balanced diet have been the least affected with a rise of only 18 per cent, from £7.63 to £9.01.

Grapes recorded the largest price increase at 91 per cent, from £2.66 per kg in 2005 to £5.08 in 2010. This was followed by two English Breakfast items; eggs at 82 per cent, from £1.57 per dozen to £2.86 and butter at 72 per cent, from £0.92 to £1.58. Potatoes had the second largest increase amongst fruit and vegetables at 63 per cent, from £0.99 to £1.61 per kg. Beef fillet (£11.93/ kg) and white fish fillets (£11.02/kg) were the most expensive shopping basket items in both 2005 and 2010.

Official figures released by the Office for National Statistics (ONS) show that annual inflation measured by the Retail Prices Index (RPI) has risen for the sixteenth month in a row to reach 5.5 per cent in February 2011.



Editor's comment

Nutritionists have welcomed this report, with one suggesting that the results will be "a great help for people who have good intentions to eat healthily but have been put off, assuming that it will be more expensive". I am not so sure.

Comparing a cooked breakfast with the components of your 5-a-day is not comparing apples with apples. What's more, the 5-a-day contained no veg, apart from potatoes which are not part of the 5-a-day (whether they should be is another debate altogether). As for the 'balanced diet', there is no fruit or veg in it.

So I am not quite sure what this 'study' is really trying to prove. The cost of food is going up, we all know that – thus shrinking the margins of those providing it. The quest for foodservice is to manage that commercial reality with the demands of clients and policymakers. Can a balanced, or healthy menu, actually result in cost savings? Answers on a postcard please. **DB.**

Healthy school dinners get top grades

Healthy school dinners continue to produce a marked improvement in national curriculum test results, according to new research.

The study, to be published in the *Journal of Health Economics*, shows kids eating the healthier lunches promoted by TV chef Jamie Oliver do far better in tests.

Absenteeism from sickness was also said to have dropped by around 14 per cent, while a child eating the healthier food will earn between £2,103 and £5,476 more over their lifetimes due to their improved literacy.

The results come five years after the chef

launched his campaign to improve the food served up in schools. They also come just a few days after the ringfencing of the school lunch grant was lifted, allowing headteachers and local authorities to divert funds once dedicated to food. The Observer revealed that 30 local authorities were set to increase prices.

According to the Schools Food Trust there is a direct link between a percentage point rise in prices and a corresponding reduction in the take-up of meals. The official national figures on school lunch prices show that the average price for a two-course meal – across primary and secondary schools with catering provided by the local authority – was £1.88 in 2009/10.

The Local Authority Caterers Association said it was "too early to speculate" on the possible outcomes of the removal of the ring-fencing status of the school lunch grant. "The impact of the loss of ring-fencing status, coupled with Local Government response to the economic situation nationally, has yet to be assessed



Sandra Russell, chairman of LACA

and early conjecture about overall school meal price rises at this stage is both unwise and unhelpful," said national chairman Sandra Russell.

In a comment piece for *The Observer* paper this month, Oliver said he hopes the government will continue to invest in "quality school food, and the integral support and training of kitchen staff". He wrote: "I believe that any compromise on a child's right to a healthy school lunch... is child abuse on an unimaginable scale."

Health&Wellbeing

Is health a big deal for foodservice?

The Government is pinning its hopes, and the nation's health, on a voluntary initiative with the food and drink industry. But what does the Responsibility Deal mean for foodservice? Nick Hughes and David Burrows report.



For the Government, the Responsibility Deal is a big deal. “It shows how partnership and challenge can be an effective way of tackling some public health objectives,” said Health Secretary Andrew Lansley as he unveiled the 170 or so signatories to the first phase of the deal. The big idea is to make us a little smaller – by 2050, 90 per cent of us will be overweight or obese – and a fair bit healthier.

“Public health is everyone’s responsibility and there is a role for all of us, working in partnership, to tackle these challenges. We know that regulation is costly, can take years and is often only determined at an EU-wide level anyway. That’s why we have to introduce new ways of achieving better results.”

Lansley’s belief that “nannying for adults is actually the abdication of responsibility”, is not a view that is universally subscribed to, however. The deal already has some high profile critics. In the wake of its official launch, many health groups publicly questioned whether the Government is cutting the industry too much slack. At a recent conference on food and health attended by Lansley, Sue Davies, chief policy adviser at consumer

group Which? claimed “the challenge with voluntary action is how you get enough people buying into it,” while the National Heart Forum’s chief executive Paul Lincoln questioned whether “self regulation appeases the lowest common denominator”.

Others have been more specific in their criticisms, suggesting that the pledges are not tough enough on issues like alcohol promotions and labelling. There is also, say some detractors, a lack of clarity in terms of what happens if the pledges are not met. More regulation is one option, but that is, for now, far from the radar. This Government wants less regulation, not more.

When in 2009, as Shadow Health Secretary, Lansley commissioned a group of food and fitness industry leaders to produce a report that would inform the Conservative Party’s public health policy, it was in recognition of the important role industry had to play in improving the nation’s wellbeing. Since his promotion to the role of Health Secretary, Lansley has perpetuated his belief that it’s better to have industry with you than against you. The Responsibility Deal is testament to that.

As part of the deal, the Department of Health has established five networks of stakeholders on food, alcohol, physical activity, health at work and behaviour change that will meet regularly to report on progress and discuss future actions. Lansley sits on the panel of each network in a clear signal of his determination to achieve positive resolutions.

The first stage of the deal asks food companies to sign up to three pledges: to provide calorie information out of home, meet salt reduction targets by 2012 and remove all trans fats by the end of 2011. The initial list of signatories reads like a who’s who of food industry suppliers and retailers, including the likes of Tesco, Asda, Unilever and PepsiCo, however foodservice operators are conspicuously under-represented.

Companies can, of course, sign up to as many, or as few, pledges as they like. Only Compass Group, 7 Day Catering Ltd, Yo! Sushi and ISS Facility Services Healthcare have subscribed to all three food pledges. However, the likes of Compass are confident that a good start has been made.

“I think the range of organisations and businesses involved in the Responsibility Deal across all of the Networks shows



Health Secretary Andrew Lansley is pinning his hopes on voluntary action, but promised regulation if industry doesn't take action

there is a genuine appetite for a partnership approach which will have a real impact on society, making it easier for people to make healthy choices and maintain a balanced diet and active lifestyle," says Mick Hickman, foodservice director, Compass Group UK & Ireland.

Compass has already rolled out nutritional information for its centrally-developed core range of hundreds of recipes across approximately 2,000 workplaces. By signing up to the Responsibility Deal, "we can take things further", says Hickman. "We are currently introducing nutritional information in Guideline Daily Amounts (GDA) format across our public sector contracts. In line with the Food Network pledge we will commence the roll-out of calorie labelling across our other business sectors in September this year."

Sodexo is also working on a similar rollout with one of its UK clients. Phil Hooper, the corporate affairs director, says his clients are demanding more information all the time because "they value the health of their work force". To date, however, and in spite of years of talks between industry and regulators (formerly the Food Standards Agency),

progress on calorie labelling has been limited in foodservice. Many operators who took part in a recent 18-month trial to include calories on menus have decided against taking the initiative forward and although the likes of Pret A Manger, McDonalds, Pizza Hut and Wimpy have put their name to the pledge they are in the minority.

Lansley is unlikely to be as patient; the Health Secretary is known to be a keen advocate of restaurants providing calorie counters and in September called for calories to be routinely displayed on menus in restaurants and takeaway chains. Sodexo's Hooper is hopeful of progress. "It's not the easiest thing to do and it won't happen overnight ... [but] I'm confident we'll see things moving forward."

Indeed, one of the guiding principles of the deal is that the example of the few will force the many into action. "What seems impossible to some companies becomes a must do as they see competitors breaking the mould," says Mars UK managing director Fiona Dawson. Hooper also sees a leadership role for the big companies. "The larger companies tend to be the ones signing

up to the Responsibility Deal at the moment, so we have a responsibility to help pull the smaller companies along with us too."

Nowhere is this likely to be more relevant than in salt reduction. Salt targets for 2012 are widely thought to be technologically challenging in some foods, such as bacon, where salt acts as a preservative, but that's not stopped companies such as McDonald's and Subway from throwing their weight behind the agreement. Subway, for example, has already reduced salt levels across all of its products since 2008 and has also removed trans fats in their entirety.

Such cases display clear, positive intent to deliver change from the businesses involved. What non signatories need to ask themselves is can they afford not to be on board with the Responsibility Deal? Lansley has repeatedly stressed that he will not be afraid to regulate if voluntary actions do not achieve results. Those who have dragged their feet thus far should heed this advice and accept his deal; if not they risk waking up several years down the line to legislation which they can't possibly expect to conform to.



Responsibility Deal is the Real Deal

The Government is placing huge responsibility on the food industry to help improve public health with a new voluntary initiative. Sodexo is confident it will work.



Phil Hooper,
Sodexo Corporate
Affairs Director

“Public health is everyone’s responsibility and there is a role for all of us, working in partnership, to tackle these challenges. We know that regulation is costly, can take years and is often only determined at an EU-wide level anyway. That’s why we have to introduce new ways of achieving better results.”

So said Andrew Lansley, the Health Secretary, on launching his ‘new way’. Called the Responsibility Deal, it consists of a series of voluntary pledges from the food and drink industry to tackle today’s big health issues. The pledges include targets on cutting salt, sugar and trans fats, the promotion of fruit and vegetables in staff restaurants and the introduction of calories on menus.

So far more than 170 companies and organisations have signed up to a varying range of pledges. One of them is Sodexo, which has made commitments in six areas, including out of home calorie labelling, salt reduction and the provision of healthier staff restaurants. The deal has been some months in the making, and much of it “won’t come as

a surprise to those of us in foodservice”, says Phil Hooper, Sodexo corporate affairs director. What is fresh, however, is the approach.

“Regulation can often be a cumbersome way of doing things, but what this deal does is look at best practice and enables the industry to embrace it. What’s in the deal won’t come as a shock to many of us, as we’ve been working in some of these areas for a long time, but there are certainly some challenges in there.”

Calorie labelling on menus is certainly one of them – a path which has been well-trodden by industry and regulators. Past attempts by the Food Standards Agency (FSA) to push through change through voluntary agreements have, to date, failed. But Hooper says those dialogues were far from a waste of time. “The FSA was, perhaps, slightly ahead of its time, but it has helped provide the sign-posting for the changes we need to make. It’s not the easiest thing to do and it won’t happen overnight – you need to do analyses and ensure that you are prepared for different eventualities. There are costs to all this.”



Those in the high street, with fixed menus, will have a more straightforward task. With menus often changing daily, contract caterers on the other hand, will have their work cut out. Still, the likes of Sodexo are not shying away from the challenges ahead. In fact, they can't. "Our clients are demanding more information and action because they value the health of their work force," says Hooper. "We even have one client who is one step ahead of calorie labelling already – they're rolling out Guideline Daily Amounts (GDA) across their UK sites."

The provision of GDA's on menus is also contained within the 'collective health at work' section of the Responsibility Deal (see box). It is part of a series of commitments to encourage healthier staff restaurants; also in there is the reformulation of some menus.

In all, the company has committed to half a dozen pledges, but Hooper admits they are fortunate to have the capacity, and the client base, to offer the kind of service required. The company also has a long history of raising awareness of the benefits of a healthy, balanced diet and placing its customers' well-being at the heart of its business.

In 1985 Sodexo launched Healthwise, its nutrition, well-being and lifestyle philosophy that underpins all its food offers. Healthwise is part of the company's sustainability strategy, the Better Tomorrow Plan, which has been in place since 2009. Hooper is only too aware that this kind of initiative is a long way off for many smaller companies. "The larger companies tend to be the ones signing up to the Responsibility Deal at the moment, so we have a responsibility to help pull the smaller companies along with us. That will take time, but I'm confident we'll see things moving forward."

Of course, there is much more to the Deal than calorie labelling. There is plenty going on behind the scenes too, with ongoing efforts to reduce salt and sugar in food. Sodexo has

committed to the salt targets for 2012, which will see salt reduced by 1g per person per day compared to 2007.

Foodservice companies have been choice editing for consumers when it comes to salt, working with chefs to develop menus with less salt and removing salt pots from tables. Meeting the target will require some further technical developments and a re-think of some more menus, but it's certainly achievable says Hooper.

Less so is the target for trans fats. Pledge 'F3' reads: "We have already removed, or will remove, artificial trans fats from our products by the end of 2011."

Sodexo hasn't yet signed up to this. "We had to look at this realistically," Hooper admits. "We've signed up for half a dozen pledges because there are some areas we've been working towards for some time, and others where we've been held back – trans fats is one of those. We still have a few, very few in fact, products with trans fats, but we're working on that. You can't do everything overnight."

Indeed, voluntary schemes take time, especially those with the breadth of the Responsibility Deal. The Government has described this as a "radical partnership approach"; Sodexo is keen to play its part, but the success of the Deal will require many more to do so too.



HEALTHIER STAFF RESTAURANTS

Among the most important and relevant pledges for Sodexo, and others in foodservice, is 'H4', in which companies pledge to implementing measures for encouraging healthier staff restaurants, including:

- Ensuring the availability of healthier foods and beverages in all available channels to employees
- Working with caterers to reformulate recipes to provide meals which are lower in fat, salt, and energy and which do not contain artificial trans fats
- Provision of responsibly sized portions of foods
- Provision and promotion of the consumption of fruit and vegetables through availability and price promotion
- Provision of calories and/or Guideline Daily Amounts on menus per portion as a minimum (further nutrients optional)
- Ensure that water is visible and freely available





If the noughties were all about carbon, the environmental issue that will define the current decade is almost certain to be water. But there's more to tackling your water use than turning the taps off, says Nick Hughes.

When the chief executive of Nestlé claims that "water will run out before oil" and the head of PepsiCo states that the world water crisis is "one of the most pressing issues of our time" it shines a light on just how high up the corporate agenda the issue of water scarcity has risen.

Water is now a boardroom issue for food businesses; and for good reason. Agriculture is responsible for 70 per cent of global water use; a surprising statistic perhaps, but less so when you consider that just 1kg of beef requires up to 20,000 litres of water to produce.

"As an industry we use a lot of water," says Joanne Denney-Finch, chief executive of food experts IGD. "As the triple challenge of climate change, global development and a rising world population really start to impact the supply of water, it could become a bigger

challenge for food and grocery companies than anything we have seen for decades."

There are signs over recent years that the food industry is starting to take the issue of water scarcity seriously. Forty food manufacturers are signatories of the Federation House Commitment, a joint initiative between the Food and Drink Federation and Envirowise, the goal of which is to reduce industry-wide water use by 20 per cent by 2020 against a 2007 baseline. The IGD, meanwhile, has formed a water working group within its industry sustainability group with the aim of understanding the impact of water on the grocery supply chain.

Such initiatives, and others like them, have produced plenty of examples of good practice in food sector water management. However, there remains a lingering suspicion that the industry, and the foodservice sector in particular, has yet to fully understand where it stands in the water equation.

"Water is certainly moving up the agenda as a sustainability issue generally, however, in reality the majority of players in the food sector are struggling to work out how to get to the meat of the problem," says Mark Line, executive chairman of sustainability consultants Two Tomorrows.

A trawl through foodservice companies' sustainability reports shows a broad willingness to commit to evaluations and

SWIM

"The majority of players in the food sector are struggling to work out how to get to the meat of the water problem."

Mark Line, Two Tomorrows



improvement actions which relate to companies' own operations. In its 2009 sustainability report, Compass Group set itself the target to track and measure annual office water consumption and to identify opportunities for improvement; Lamb Weston has committed to reducing water usage by 15 per cent by 2015; Sodexo has promised to develop common resources to assess the water footprint of selected offices and shape water conservation and management programmes at its sites; while Starbucks – hammered by the press in 2008 for its policy of leaving taps permanently running in a "dipper well" to clean coffee making utensils – now uses a blast of higher-pressure water to clean equipment and has committed to reducing its water usage by 15 per cent in company-owned stores by 2012.

Such pledges and actions are all worthwhile and will form part of the solution but they only look at one aspect of the problem, namely the water usage under direct control of the business. The issue with water is that the vast majority of the impact lies in the supply chain – in crop irrigation, harvesting and transportation, which often take place on the other side of the world beyond the influence of foodservice operators.

Stuart Orr, freshwater manager at WWF International, believes there remains a detachment from foodservice operators when

it comes to issues at the production end of the food chain. "With foodservice you've got the issue of what's in their direct control, what's in their supply chain, how much they can have leverage on improvement, to what extent they think there's a business case for this, to what extent they actually face the risk themselves or their suppliers face the risk. All these things are really up for grabs right now."

Part of the challenge that foodservice operators face is in understanding the complexities of their indirect water usage. The further away from the core business that companies travel, the more difficult it is to understand what's going on, says Two Tomorrows' Line. That's why some have started using new tools to assess their water risks, impacts and opportunities outside the four walls of their operations.

The concept of measuring a business's water footprint, for instance, is a relatively new one but progress is being made on the methodologies. The Water Footprint Network, a collaboration of businesses and scientists, recently published its 'state of the art' manual to help standardise the measurement of water. Executive Director Ruth Mathews says the 139-page document will help more companies understand in more detail what their water use is, and guide them to take the most significant steps toward good water stewardship.

Indeed, there is much more to a water footprint, than a carbon footprint. A kilogram of carbon-dioxide emitted in Israel or Spain has exactly the same impact on the atmosphere and climate change as a kilogram of carbon-dioxide emitted in New Zealand or Scotland. However, with water, the impact will depend on the degree of water scarcity in the area it's taken from, or released in – as well as the time it is taken and the type of water.

Companies are beginning to make stabs at calculating their own water footprint to better understand where their water consumption has the greatest impact. SAB Miller, a pioneer in this field, worked with WWF on calculating the footprint of beer; they discovered that it takes 155 litres for one litre of beer in such as Castle lager and Carling Black Label. The vast majority of this (98.3 per cent) comes from the cultivation of crops, both local and imported. However, for Plzensky Prazdroj, SABMiller's Czech operation and home of Pilsner Urquell, the overall water footprint is significantly smaller at 45 litres of water to every 1 litre of beer. This difference is due to a number of factors including weather, the reliance on irrigation in South Africa and the proportion and origin of imported crops.

SAB Miller global head of sustainable development, Andy Wales, says the numbers can raise awareness, but it is more about the insight that calculating it gives into



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SAB's business risks in the future. "Water footprinting enables us to understand which parts of our supply chain might face water scarcity, or poor water quality, in the future, and means that we can plan now to deal with these future challenges."

Nestlé, meanwhile, has carried out a water footprint study on Shredded Wheat working in partnership with WWF. The project quantified the water usage over the lifecycle of the product and found that the total water footprint of a 750g carton of Bitesize Shredded Wheat equates to 274 litres of water per packet when served with semi-skimmed milk. Nestlé's ultimate aim is to achieve a reduction of total water consumption of 30 per cent against a baseline of 2006 by 2020. "We take access to fresh water for granted in countries like the UK and Ireland but we all need to value water more and, for Nestlé, this means sharing good water management techniques throughout our supply chain," says Inder Poonaji, head

of health and environmental sustainability at Nestlé UK and Ireland.

It's noticeable that the leaders in the field of water footprinting are suppliers, particularly of commodity-based products, who are most exposed to disruptions in the supply of water. But for the majority, water footprinting remains a concept of the future, albeit one that companies are becoming increasingly aware of. Sodexo, for example, is currently working on a methodology to define its water footprint and developing a strategy to reduce the impact of production on water stressed areas, according to environmental manager Paul Bracegirdle.

Two Tomorrows' Line believes that to achieve widespread industry buy-in, a common standard for water footprinting is required from which best practice will emerge from those companies, such as soft drinks manufacturers, most at risk from water scarcity. WWF's Orr, however, believes holding out for a common standard is a convenient

excuse for companies to sit on the sidelines and wait for others to lead. "I think we all know how to calculate how much water is in the crop, that's been understood for a very long time. I think it's a weak excuse to say I'm going to wait for the standard to come out."

Currently, consumer understanding of water is nowhere near what it is for carbon but Orr believes as more sophisticated tools for measuring water are developed, the investor community will begin to ask a lot more searching questions around companies' water usage. "My message to businesses is if you're not going to figure out your supply chains within a couple of years your public is going to do it for you," he says.

If the environmental and financial arguments aren't sufficiently persuasive for foodservice operators to look more closely at their water efficiency, perhaps it's the reputational argument that will finally open the floodgates.

60 SECONDS ON WATER with Sodexo environmental manager Paul Bracegirdle

Q: How seriously does Sodexo take the issue of water management and how long has water been on the agenda?

A: Our clients and the markets we operate in are placing increasing emphasis on resources and sustainability initiatives. They are increasingly aware of the connections between the services we provide and sustainability, and expect a serious commitment from us.

In the autumn of 2009, the Sodexo Group launched its global sustainability roadmap known as the 'Better Tomorrow Plan' which is our strategy to 2020. Within this strategy is a commitment to 'Reduce our water footprint in all countries where we operate and at our client sites'.



Q: What is the business doing at an operational level to reduce its water usage?

A: In this industry we operate on clients' sites, which makes monitoring and measuring utility consumption a challenge due to a lack of sub-metering. This makes it very difficult to demonstrate the benefits of any improvement actions taken as well as being able to set reduction targets. We

are developing common resources to assess the water footprint of selected offices and shape water conservation and management programmes at sites where we are responsible for water procurement. At our operational sites where we are unable to measure water consumption good water management practices are maintained, such as operating dishwashers only when fully loaded, part filling sinks to perform tasks rather than using running water and eradicating bad practices such as cooling food under running water.

Q: Have you done any work on tracking your water footprint through the supply chain and do you feel it is the responsibility of the foodservice business to influence good water practices at a production level?

A: As part of our Better Tomorrow Plan we are currently focusing on developing a methodology to define our water footprint. This will take account of our direct operational water consumption and indirect consumption from our complex supply chain. Another aspect of the work is to assess the water footprint of key commodities in our supply chain and develop a strategy to reduce the impact of production on water stressed areas.



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Bottled water rising to the challenge

Bottled water has been a target for the green lobby. But underneath the surface, manufacturers like Danone Waters are working hard to reduce their environmental impact – a move which is gaining praise from retail customers, suppliers and environmentalists alike.



Adam Grant

A heavy product that is transported hundreds of miles, is vastly more expensive than its tapped equivalent and then results in plastic waste, was always going to attract the attention of environmentalists. But those arguments are becoming much less relevant in the world of bottled water.

While there have been challenges for the industry in the past, the landscape has changed; the media, consumers and, to a certain extent, environmental NGOs, now have a much better understanding of the category's progress in reducing its environmental impact. There is also increasing demand for healthier products on-the-go, and bottled water is the only naturally calorie-free packaged drink.

Zenith International's 2010 UK Bottled Water market report shows that overall volume sales grew by 1.4 per cent in 2009 to 2,090 million litres. Chairman Richard Hall said the economic downturn had been an adverse factor, but on a positive note, the concerns being raised regarding environmental impact are "progressively being answered".

Bottled water arguably has to go further than many in the food and drink industry in the sustainability stakes to justify the same levels of acknowledgement. Underlying the more public-facing messaging around health, bottled water companies like Danone are built on

a foundation of sustainability. This is no quick fix environmental plan either.

Even during the recession – a time when many so-called 'luxury' items were left on supermarket shelves – Danone Waters UK forged ahead with its plans. "Businesses today need to combine sustainability with business results – and that's certainly the way we do things," says Adam Grant, the company's MD.

In February, Danone Groupe, which counts Evian, Volvic and Badoit among its brands, published its full year results for 2010; for the first time it integrated a new indicator, right after its sales, earnings per share, margin, and other elements accounting for the group's financial health came the evolution of its carbon footprint. Carbon emissions had continued to fall – by 22 per cent between 2008 and 2010, in fact. It was an interesting move, and one which highlights that economical and financial criteria are no longer the sole indicators of company value.

The Groupe has set an ambitious target to reduce the global carbon footprints of its bottled water brands by 40 per cent between 2008 and 2012. This has helped to focus minds on the key areas for carbon reduction – transport and packaging – so often the target areas of green group lobbying.

The idea of food miles is one the

public knows, but generally has little understanding of. The transport of food can account for very little of a product's carbon footprint (unless it is flown of course). As Adam Grant suggests, it's the mode of transport that's important, not the distance travelled. "All our storage sites are rail-connected and we use trains for large parts of the journey to get our bottled water from source to customer. We're actually one of the largest rail freight users of the Channel Tunnel with five trains a week crossing France to our distribution centre."

Some 70 per cent of Evian bottles are transported by rail, while long distances are covered by sea; road transport is only used "where necessary". Volvic isn't far behind either, with 65 per cent of the brand on track to be transported by train by the end of the year. Where road transport is unavoidable, trucks travel the shortest distance possible and empty pallets are returned by train.

With oil price rising, cost savings on transport and packaging are no longer long-term ideals, they are short-term goals with long-term benefits. Packaging is another issue that is front of mind for consumers. From plastic bags to plastic bottles, they want less of it. While there's an argument that we can do without the former, the latter – in spite of the calls from the glass industry – are essential.



Care is being taken to ensure the sustainability of the areas where water is sourced (left, Evian), how it is transported (below) and the make-up of the packaging



"Over 50 per cent of the carbon footprint of our products is the result of packaging processes and materials...we've been working to reduce this figure on numerous fronts," says Grant. Bottle weight has been cut by 20 per cent, while the proportion of recycled PET used has been increased; the lids and labels, as well as the bottles, are 100 per cent recyclable.

One of the most recent innovations is a new ultra-lightweight bottle for Evian, with 11 per cent less plastic than the previous 1.5 litre version and even more recycled PET. This followed the launch of the Volvic 'Greener Bottle' in September 2010 which is made partially from sugarcane waste. Existing plastic PET bottles are made from non-renewable petroleum. However, the new Volvic 50cl bottle contains 20 per cent plant material, reducing the amount of non-renewable material needed to create it.

All this is helping Danone Waters reduce its carbon footprint; but what does it mean for its foodservice customers? "It means they can choose our water products knowing that sustainable development has been part of our business for decades and that our on-going progress in this area compliments their own environmental agendas across the supply chain," says Brian Powell, foodservice national account manager for Danone Waters UK.

Danone Waters is also hoping to steal a march on others by assessing much more than its carbon or water footprints – the company soon hopes to launch a new tool to measure its progress in protecting biodiversity at its water sources. Evian already provides a clue of the relationship between ecosystems and economic development. "Protecting our sources is key to maintaining the quality and availability of the water we bottle," says Grant, "so our first principle is never to bottle more water than is naturally replenished."

An association has also been formed with local residents and farmers to protect this source and promote local development; it's a democratic body that finances and manages projects such as building advanced sewage networks and improving the sustainability of the local farms. The initiative was spotlighted by *National Geographic* magazine recently, which noted that the "communities work together to maintain the purity of the water through sustaining the ecosystems that produce it."

That this acknowledgement was written by Tony Juniper, the environmental campaigner, in *National Geographic Green* magazine, is significant. Bottled water may have once been a target for environmentalists, but Danone Waters is proving that sustainability has long been part of its business.



‘Twinset’ is a pearl

Warewasher manufacturer Winterhalter steps in to minimise a pub chain’s carbon footprint and provide water and energy savings

However you look at it a warewasher by its very nature, has to use two of the world’s most valuable commodities to do its job: and in some quantities, too. Hygienic cleaning is only possible with hot water, and energy is required to heat the water. However, the boffins at Winterhalter have, over the years, whittled down the use of these precious resources as the lower the water consumption, the lower the consumption of washing chemicals and energy.

Now Blackburn-based Cloverleaf Restaurants, which are believed to have the highest average (per unit) turnover pub restaurant estate in the UK, have opened their latest new build site, the 300 cover Birchwood Farm development at Glasshoughton, West Yorkshire, at a total cost of £2.2m. It is one of the first sites in the UK to install Winterhalter’s new GS500 TwinSet Energy warewasher system.

The Cloverleaf restaurant concept aims to appeal to all ages and occasions and offers fresh, quality, homemade food, and plenty of it. Birchwood Farm is Cloverleaf’s tenth site and the decision to install the TwinSet is part of their drive to maximise efficiency and energy usage across all aspects of the business.

“We’re totally committed to the long term sustainability of our business and are constantly seeking to incorporate innovative ideas and technology into our operations to achieve this,” says Cloverleaf joint founder and director Gary Douglas. “On-site renewable energy generation, reduced energy consumption, conservation measures and operational efficiency are all vital parts of this commitment. Ultimately it enables us to both reduce our impact on the environment and give our customers the best possible value.”

“When we seek out new products

and equipment they must totally align with our vision and strategy. There’s no doubt that Winterhalter’s Energy models have already proven they do this, in all respects.”

The TwinSet is a highly flexible arrangement. It links two GS500 pass through dishwashers together in a small footprint, offering the choice of single or double capacity and optimising energy usage during the peaks and troughs experienced in a high volume food operation. In slack periods, when only one machine is required, it saves 50 per cent in terms of energy, water and chemical consumption.

The TwinSet Energy models feature Winterhalter’s specially developed heat exchangers, which slash energy consumption by using waste heat from the warewashers’ steam and wastewater to heat the incoming cold water supply. Because virtually no steam escapes when the warewasher is opened, the Energy technology also enhances the working environment and reduces the workload on the kitchen ventilation system.

As well as the heat exchangers, which reduce the connected load of a TwinSet by 12kW (6kW for each GS500 machine), Birchwood Farm’s warewasher has a new rinse system that means it consumes less water, energy and chemicals. Combined, the heat exchangers and rinse system don’t just dramatically reduce the kitchen’s carbon footprint: compared to two standard pass through warewashers, Winterhalter estimates the TwinSet Energy will slash total running costs by up to £2,500 per year (at current prices).

The TwinSet installation was managed by HK Kitchen & Bar Solutions.



Winterhalter’s ‘Twinset’
warewasher in use at
Birchwood Farm

The water of life

Top end London restaurant Quo Vadis has installed an Eau de Vie filtered water system from Classeq that allows Quo Vadis to serve bottled, chilled mains water that's been fresh-filtered on site, in both still and sparkling varieties. The water is served to customers in branded Eau de Vie bottles, priced at £2.50.

The restaurant is part of the Hart's Group which also owns Fino and Barrafina. Hart's Group partner Sam Hart says: "The key point is that the Eau de Vie bottle is very stylish in terms of the design and graphics. It fits in with the overall ambience of the restaurant and so customers are happy. Purified water is nothing new in itself, but from our point of view as operators, it has to send the right message about quality to customers."

The Eau de Vie system at Quo Vadis joins systems already in place at Fino and Barrafina. "It's definitely an environmentally friendly option. Across all three London restaurants we serve

Restaurants installing their own bottled water plants could be the way forward in the battle to cut down on both waste and road miles

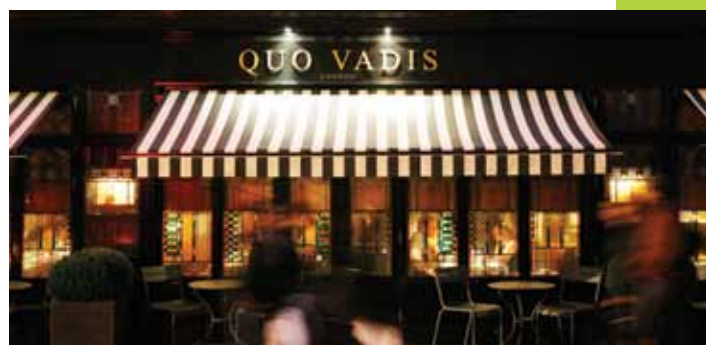
about 3,000 bottles a week, so that's almost 20,000 glass bottles a year which are not going into recycling," says Hart.

"In addition, only one of our three London restaurants is in a borough where the council offers a recycling service. Even if you have recycling collections, they are normally only once a week, and in London in particular restaurants just don't have the storage space for empty bottles. Add in the cost of transporting bottled water, as well as the environmental impact, and the benefits are considerable."

Customers have no concerns about buying water that has been filtered on site, rather than transported to the restaurant in bottles, says Hart. "We say clearly on the menu that we are serving purified water, only very rarely do customers ask. A chilled bottle of water is part of the restaurant experience, and as long as it's cold and tastes good, their expectations are met."

At the heart of the Eau de Vie package is a special filter system called SilverSix, which removes the impurities that can affect the flavour and smell of mains water. The filtered water is then chilled and dispensed through a tap which delivers still and sparkling variants.

As well as its environmental qualities, the system also offers a high profit potential, with each litre of bottled water costing only pennies per litre to produce.



Bottled water on tap. Eau de Vie develops the complete package

Classeq choice for smaller ops

Many smaller premises such as B&Bs, farmhouse tearooms and small start-up cafes may be tempted to struggle on with a domestic dishwasher as they build up their business. However this can be a false economy as domestic dishwashers are not built to withstand the heavy use of a commercial operation. Commercial machines are cheaper to run and far more energy- and water-efficient.

Whereas domestic dishwashers are usually designed to perform one wash per day, a commercial machine is designed to go through 30 washes or more per day. "A domestic machine usually takes between 45 to 90 minutes per cycle, which is a long time to wait to turn dishes around," explains

Smaller outlets should not be seduced into thinking a domestic dishwasher will cut the mustard environmentally or cost wise

Nick Burridge of Classeq. However, a small commercial dishwasher will just take a few minutes to complete its cycle.

The Duo 500, Classeq's smallest model takes just three minutes to complete a cycle. It's a small and affordable front loading dishwasher with a footprint of only 470mm x 550mm and height of 760mm.

Integral chemical dosing pumps ensure accurate dispensing of detergents, saving time and money. The Duo 500's extremely low capacity wash tank, only 10 litres, means a quicker start-up time and lower bills as there is less water to heat than in comparable models. Another energy-saving feature is its full-coverage filter

system which keeps the wash water cleaner for longer, resulting in fewer water changes, cleaner plates and lower energy bills.



Classeq Duo 500

PACKAGING IN FOODSERVICE:

LET'S GET TOGETHER

Don't be fooled. While this Government is busy working with industry on various voluntary deals – some of which may well prove very successful – it doesn't mean there won't be any regulation. Taxes make money and the Government is short of cash. So, where will it look? Packaging is an obvious target...

In packaging we've got the perfect mix for a tax. Coupled with the need to generate public funds, we have a government with designs on being the "greenest ever" and foodservice companies focused on cuts to their margins rather than cuts to their waste. There's also the public, which still views packaging as one of the top environmental ills – a little unfair perhaps as packaging, on average, accounts for just 10 per cent of a product's overall environmental footprint.

Nevertheless, when it comes to food packaging, foodservice is, generally, behind the curve. In retail, 1.2 million tonnes of food and packaging waste have been prevented over the last five years through the success of the Courtauld Commitment – a responsibility deal between the major grocery retailers and food manufacturers. Now the agreement has been extended to look at the more sustainable use of resources over the entire lifecycle of products, throughout the whole supply chain.

There have been financial benefits to those involved too; packaging remains one of the clearest examples of where acting sustainably can, and will, bring financial benefit. In the last issue, we looked at milk

packaging – the Jugit milk bag that's so popular in Sainsbury's uses 75 per cent less packaging than bottles, but is also sold at 6p less than the equivalent bottle. Lighter packaging means fewer materials, less weight to transport and less to dispose of. A win-win-win. Plus, the customers are happy.

It must also be in the interests of packaging companies to progress, make more of the materials they source and supply – as well as manage their customer demands; those same customers are, of course, under pressure from environmentally aware consumers. And yet, when it comes to our industry, the progress appears stunted. Providers and users of packaging are not collaborating to find a solution to a growing problem.

When we see what's been achieved in grocery, then it should provide us with an incentive. Of course we need packaging, and its importance is often underestimated; its primary role is to protect the product inside and cut waste – whether that be longer shelflife, portion control or ease of use. And yet there are plenty of areas where foodservice's use of packaging can be improved.

We can anticipate the change if the whole foodservice industry takes the initiative

and makes the first move. Look at what the milk industry has done through its Milk Roadmap – 72 per cent of milk bottles are now recovered in the UK for recycling. Grocery retail, meanwhile, didn't go it alone – it had support from WRAP (the Waste & Resources Action Programme) through the Courtauld Commitment. WRAP actually survived the Government's public spending cuts, but it's had to slim down while also taking on responsibility for a half a dozen other environmental quangos that got the chop. We can't rely on government support for this, but we can rely on them to charge us if we don't take action.

Call to action

Foodservice Footprint is calling for all sides of the supply chain – including the packaging companies – to attend a Roundtable as a first step to our own roadmap, or our own commitment, which will demonstrate to the Government (and hungry taxmen) a willingness to address the unsustainable impact of packaging in a growing foodservice industry.

To signal your willingness to join the conversation send an email to *Footprint's* managing director Charles Miers at Charlie@foodservicefootprint.com with 'Packaging Agreement' in the subject line.

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

CHR - CHAMPION OF SUSTAINABILITY

CHR Equipment roared over the finishing line at the CEDA Grand Prix Awards, taking the laurels for its sustainable kitchen installation. Kathy Bowry reports.

Catering equipment distributors are the frontline of fit-for-purpose commercial kitchen design. These guys don't just sell kit, they specify and project-manage complete installations from the smallest restaurant to multi-million pound fit outs.

The annual Catering Equipment Distributors Association (CEDA) Grand Prix Awards recognise excellence in the world of the catering equipment distributor. A category for sustainability was introduced in recent years and this year's winner, CHR Equipment, scooped the award for its refurbishment of the kitchen at Cadbury World, which has improved efficiency and productivity while reducing energy consumption by 35 per cent.

The Lancashire-based specialist is headed up by Ron Neville, founder and CEO, who says: "The brief to CHR for the Cadbury World kitchen, which provides an average 900 meals a day, was to design a new £200,000 kitchen that would meet today's requirements in terms of energy usage in peak times whilst still maintaining production. CHR also had to optimise cleaning efficiency, improve storage and ventilation and reduce heat emissions and improve the workflow through the kitchen."

Neville explains what had to be done: "The kitchen was approximately 20 years old and had evolved rather than been designed. It had poor extraction, poor wall and floor finishes and the equipment itself, mostly gas, was old and inefficient meaning equipment service costs were high. On top of this, cleaning was very difficult, there was lack of storage and poor use of space."

It was clear that a total redesign of the catering facility was needed. The catering office was moved to a redundant sandwich area to free up space for a new dry store area and a new deep freeze room supplied by Williams refrigeration. Ceilings were renewed

and a total overhaul of the electrical system was effected. A resin compound floor in the kitchen area with a lifetime guarantee of at least 10 years and Altro WhiteRock was specified for the walls for a hygienic wipe down finish with stainless steel cladding to the rear of the cookline.

Having sorted out the shell of the kitchen CHR then turned to the equipment. A decision was made to use all-electrical equipment with a minimum life span of 10 to 15 years, to reduce air-flow required through ventilation and to use Induction and reactive grills to maximise energy usage.

Ventilation-wise, reducing the air flow meant smaller fans, which means less air input reducing the fuel requirements not only on the running of the fans but drastically reducing the energy consumption of tempered input air into the kitchen.

Sample of air savings

Extract Rate 1.386 m3/sec New System
Supply Rate 1.18 m3/sec New System
Extract Rate 1.933 m3/sec Old System
Supply rate 1.364 m3/sec Old System
Approx 35 per cent reduction

Two large combination ovens with a load of 18kW each were replaced by three MKN combi ovens with a total load of 21 kW, which not only reduces the energy consumption by 45 per cent but enables staff to produce food in small batches, allowing them to react to customer demand in the visitors restaurant. "Now they can cook small batches to just-in-time, so no need for cook-chill and sous vide. For the customer, the advantage is food that is freshly cooked and for the operator there is now no need to cook early and hold for the rush – plus there is 25 per cent kilowattage has been taken off the load, saving energy and cost," says Neville.





Anne Neville, partner at CHR Equipment, receives the prestigious Award from CED4 chairman Iain Munro, joint managing director of ScoMac Catering Equipment.



The use of MKN induction and reactive grills also shows large savings in energy, less cleaning time is required as all equipment has seamless tops and are mounted on plinths. Use of a MKN cook marie and MKN griddle pan means less usage of pans and therefore less washing up. "Why is that a good thing? asks Neville, "because less washing up means less water and energy usage."

Trac was approached to provide bespoke fabrication – anywhere in a domestic kitchen you would have wood, CHR has used stainless steel. "We also asked them to mount all equipment on plinths to aid cleaning. Now cleaning takes 20 minutes at the end of service when before it took two hours," says Neville.

Trac also manufactured units with built in refrigeration – mainly drawers which again helps the energy efficiencies "as they maintain temperature with constant opening and closing better than doors," explains Neville, "and all refrigeration is remotely placed on the outside wall facing north so that minimum effort from the compressor is required."

Neville has this advice for operators looking at sustainable kitchen makeover.

"A sustainable installation is not all about the equipment. To achieve your BREEM mark there is a lot more involved. Road miles for contractors are also taken into account. For this project we hired floor layers, ceiling fitters, plumbers and electricians who were no more than a 20-minute ride away. It is easy to specify new energy efficient equipment but always remember it has to be the whole job that is sustainable.

"Perhaps the most important advice I can give is to take a longer view and look at the life time cost of an installation. If we want to cut emissions and save costs – which we must to survive – operators and stakeholders have to realise that short termism is not going to work. Opting for the cheapest kit because the sustainable option seems too expensive initially will cost more in the end. Budget setters must take this on board and plan for five, 15 – even 20 years – rather than budget yearly. The cost saving will more than pay for a sustainable installation over time."

Peter Kay, managing director of CED4 agrees, saying: "It is a fact that our members find most customers to be interested in sustainability issues. However, when it comes to purchasing new equipment, many of them are still more concerned about the cost of buying rather than the cost of owning. It is an important part of the service that

Judges of the Awards Peter Wintle, former executive chef at the Birmingham Metropole and Bev Puxley, former head of the school of catering and hotel studies at Westminster College, felt that with a potential turnover of £10k to £15k per day, the resultant swift service, clean, smart and attractive surroundings fulfil visitor expectations. At the same time, considerable energy savings through reduced airflow (a 35 per cent reduction), use of induction and a reactive grill, together with good workflow and a pleasant working environment, have more than met client requirements.

They said: "CHR not only saved energy by a careful choice of cooking equipment, but they also made further significant energy savings by reducing the amount of air extraction and tempered air input to the kitchen by around 35 per cent."

members offer to try to guide a customer to consider the running cost savings that can be made by investing in a product which may have a higher initial capital cost, but which will save them money by reducing energy consumption or other utilities such as water or detergent."

Last word has to go to a triumphant Ron Neville: "The sustainability award at the Grand Prix Awards is the most prestigious, and we were up against some very big players, which amplifies our achievement. It says a lot for our team that we have been recognised by industry leaders three years in succession (although this is the first time for sustainability), and each time for a different aspect, demonstrating our ability, consistency and versatility."

- Founded 20 years ago, CHR Equipment (www.chrequipment.co.uk) has built an enviable reputation for consistently delivering practical solutions, applying innovative thinking and utilising developments in technology to create commercial catering solutions on time and to budget whether new build or refurbishment of a hotel or college through to the upper echelons of Michelin-starred establishments and stadia. Its clients include Lancashire County Cricket Club, The Star @ Harome, Holiday Inn, BMW, and Premier League headquarters.



FOOTPRINT FORUM

WHERE DO WE GO FROM HERE?

**Footprint Forum:
7 March 2011**

Consumers who leave their ethics at home when eating out, poor guidance from government, pressure on margins and a confusing array of accreditation schemes and labels have made the ethical landscape a difficult one to navigate for the foodservice sector. Foodservice Footprint's latest forum looked at the lie of the land and how companies could prepare for the journey ahead.

In 2008, the Food Ethics Council ran a special edition of 'The eating out guide'. It came at a time when the catering sector, more than at any other time in its history perhaps, was under close scrutiny from TV programmes such as *Fast Food Nation*, *Supersize Me!* And *Jamie's School Dinners*. The sector was being hauled from the food industry's shadows into the spotlight. Consumers were spending almost as much on eating out, as they were on eating in, and yet foodservice was seen to be dragging its feet on social and environmental issues.

In part, it wasn't their fault. There was no regulatory push for companies to flag the



attributes of the products available – whether in terms of sourcing, provenance or nutritional value. Neither was there much marketing pull, with consumers tending to 'leave their ethics behind' when they went out to eat, according to the research at the time. But were things changing? In her contribution to FEC's guide, Emma Roe, a researcher at Southampton University, suggested they were.

"Historically, the catering industry has had little interest in marketing the implicit

quality attributes of the food they serve. However, recently there has been a noticeable trend towards 'local', seasonal food on the menu, within catering (especially high-end restaurants) and contract catering (school meals being the most dynamic sector)," she said.

What Roe's research had also identified was the use of specific logos on menus that indicated some ethical status was "increasingly evident in a range of eating establishments, perhaps most notably in the branded chain restaurants, pubs and cafes". She singled out the Fairtrade and Rainforest Alliance logos as two that were enjoying a growing presence in high-street and in-house branded catering outlets.

Two years on and those big labels continue to grow; eight out of every 10 people recognises the Fairtrade logo, according to new research by consumer group, Which?. Meanwhile, the Rainforest Alliance (as reported in FF10), will be buoyed by its presence on packs of Tetley. The tea blender is just the latest in an ever-lengthening line of brands that is seeking to improve its ethical credentials. The trouble is, the line of ethical labels and schemes available to choose from has also lengthened.

An investigation by *The Daily Telegraph* found there are up to 80 different ethical and food assurance schemes, and over a dozen of them are separate organic schemes. This can make life confusing for shoppers, but for the foodservice industry it could be stalling

progress. If people are already leaving their ethical values behind when they go out to eat, do they really want a menu peppered with a range of logos?

Currently, the evidence we have shows that information on menus is important, not least because people want to know why they are paying a premium for certain ethical values (like organic or locally-sourced). Many consumers also want to be reassured that the companies are acting responsibly – a steak from a local farm, for instance, will show an interest in provenance and the local economy. Of course, false claims help no one.

In September last year, Hampshire County Council investigated 50 dishes from 30 different pubs, restaurants and butchers. They found one in four were sold with an incorrect origin claim. In one, Hampshire lamb was actually from New Zealand. As Mintel warns in its 2010 report – 'Impact of the recession on eating out habits' – this can damage the sector as a whole. For those once removed from consumer-facing activity, such as the contract caterers, the warning is the same.

So where does this leave the foodservice



sector of 2011? The ethical landscape is cluttered and difficult to navigate, leaving some disillusioned and many, no doubt, confused. Others are trying, it seems, to fool customers with their marketing of ethical values. There is undoubtedly a lack of direction. So, Foodservice Footprint, in association with BaxterStorey, recently brought together some of the big ethical certification schemes, key industry players and leading ethical food experts to see where we go from here. In a lively debate, coordinated by Radio 4 presenter Edward Stourton, there was plenty for the industry to chew over.



DISCUSSION:

A lot has happened in the past 20 years when it comes to ethical sourcing, labelling and certification – it's a multi-billion pound sector. So, what's the current lie of the land for the foodservice sector?

Ian Bretman: I can recall having conversations 20 years ago with major retailers about our label and they said 'don't be stupid – the market for that [ethical labels] is being catered for in church halls'. It is very, very different nowadays.

Toby Middleton: Our label, MSC, is more mature in retail than foodservice. In foodservice it is more fragmented and the brands are not often consumer-facing, so it's been more difficult to gather momentum. The consumer is the same, it's just the way [he or she] digests information and makes choices is different. But I expect the trend [for MSC] to grow in foodservice because consumers are thinking more dynamically about how they are choosing products.

Wolfgang Weinmann: We have come a long way and we are in a much different, much better place now – and a lot of progress has been made in terms of ethical production. You have to start at the production level, but there needs to be investment across the supply chain. Labels have created a level playing field, but we do have a proliferation of labels and standards ranging from third party certification schemes to those that are

[designed by companies themselves]. Is the fact there are lots of labels creating confusion?

Caroline Fry: I think the danger is that if we continue to increase [the number of labels and schemes] then interest in ethical issues could fall. It's tough. We haven't ever gained or lost a job based on our sustainability – it often comes down to price. You need a balanced view for commercial and environmental sense.

In retail, the labels are designed to help customers choose which products to buy. But in catering, if it won't win you contracts, then is there any need to consider a certification scheme?

CF: There were a couple of people in the company who mattered that believed in it. Our customers have become more interested in it. A lot of our clients also expect it; it might not win or lose [contracts] but they expect it. When it gets down to the shortlist it'll be about price – sustainability will have been washed out by then because it's expected.

Leigh Grant: The ethical market has grown and grown and this has created a marketing opportunity. However, Freedom Food isn't a marketing ploy – we are looking to make a marked improvement. When you speak to consumers, over 50 per cent say they have a right to know the provenance of their food. In fact, over 30 per cent say they would boycott a restaurant if they didn't know. The industry needs to react to this. Around two thirds of all eggs used in restaurants, pubs and cafes, whether whole, or in liquid form in products such as quiches and cakes, are still sourced from hens kept in battery cages. This compares to less than half of whole eggs produced for boxes sold in supermarkets that come from caged hens. We also have our 'Simply Ask' campaign that encourages people to think about the welfare credentials of the food they order when they eat out.

David Clarke: It's important that a label has something underpinning it. The truth is that there are a lot of labels across the sector, many are single issues and say they are very important. Red Tractor is a composite label.

There are indeed a lot of single issue labels, arguably issues that resonate with consumers. But how do foodservice companies go about choosing what's best for them?

IB: Which one should you choose? Well, I

THE FORUM PANEL

Wolfgang Weinmann (WW)

– Cafédirect, head of strategic development

Ian Bretman (IB) – Fairtrade, director of strategy and innovation

Toby Middleton (TMI) – Marine Stewardship Council, UK & Ireland country manager

Leigh Grant (LG) – Freedom Food, chief executive

David Clarke (DC) – Red Tractor Assurance, chief executive

Bill Vorley (BV) – International Institute for Environment and Development, principal researcher

Anil Alim (AA) – BaxterStorey, procurement & supply chain director

Tom MacMillan (TM) – Food Ethics Council, executive director

Steve Pugh (SP) – Department for Environment, Food and Rural Affairs

Caroline Fry (CF) – CH&Co, board director

Karin Kreider (KK) – ISEAL Alliance, scaling up director

think you should make an informed choice. There are three or four schemes that work with coffee farmers, but there is collaboration between us. The market element [that provides] is a good thing.

WW: A brand will use a label that matches the brand identity. In our case, we wanted to make an impact in relation to smallholders [who grow coffee] so Fairtrade was the one for us. Of course, these schemes cost money for the producers, so it's nonsensical for them to sign up to lots of different ones.

Tom MacMillan: Looking at all the labels, the question many might have is whether you could pull those together and wrap them into an omni-label. I think there's a strong appetite [to go in that direction] but when you aggregate these things you lose the detail.

Bill Vorley: The real risk in all this for foodservice companies is 'initiative fatigue'. How much can the consumer sub-contract trust to the brand, or company, rather than individual labels? For instance, could the route be a 'pure and honest' label? (see box, overleaf)

WW: I think the labels are a good starting point for producing ethical or sustainable

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products, and it was unthinkable 20 years ago that we would be where we are today on awareness, but labels don't provide all the answers. There needs to be investment through the supply chain.

TM: Yes, labelling is only ever going to be the tip of the iceberg. The Government has a crucial role to play too. Businesses want well thought through legislation.

Legislation can often be a driver for change – could it be used effectively alongside labels?

Steve Pugh: The role of legislation is a two-edged sword. It increases trust but sometimes our opaqueness means it is not always easy to follow. We might not need to introduce legislation that quickly, but of course there could be pressure from Europe. We're stepping back.

TM: I'm not saying the role of government is to introduce more labels. Labels are a very good means of moving forward the leading green businesses. Where labelling doesn't help so much is in terms of the laggards. To eliminate the worst practice we need better regulation and fiscal measures. One of the questions businesses ask themselves is whether there is a commercial opportunity here too. For some, there is, but for many in the foodservice sector, there's perhaps not so great an opportunity. For foodservice, the drivers can hinge on persuasion from institutional customers, and the state is a big, big customer.

SP: We've just published some government buying standards and we'd like the industry to use those.

Karin Kreider: We are really seeing companies not just using the standards for a marketing win, but because it is a vehicle to better relationships with their suppliers.

So, where do we go from here?

Anil Alim: I think a lot of the accreditation schemes have been designed around retail

– and retail was blazing the trail a few years ago. What would help us is if the schemes understood more about the challenges for us in foodservice. Caterers work very differently to retailers; we take the products from the farm but we combine them to make meals. The bureaucracy can make it harder for us to follow [some schemes].

CF: Perhaps [the schemes] could also do a better job at marketing their brands. Everyone might know Fairtrade, but some still don't understand it. About 90 per cent of our customers didn't understand Red Tractor. People also only take, on average, 17 minutes for lunch so they won't read labels, where the food comes from, nutritional information and so on.

TM: I think we might see less product-specific [initiatives] and more about an overall approach – like the Kitemark approach.

BV: It's also about how much of [that trust element] consumers can sub-contract to the brand, rather than individual labels.



Final word...

For too long foodservice, especially those companies that are not consumer-facing, have been able to hide behind their clients – a ploy that has arguably left them lagging behind the grocery sector in the ethical stakes. Agreed, the landscape is a confusing one, with many accreditation schemes and labels – some not-for-profit, some designed for profit – some with very different goals, and some with very similar ones. Consolidation in the ethical schemes would help, as would a clearer direction from government.

How legislation can play a part in all this created some intriguing exchanges; Defra seemed content to stand on the sidelines for the moment though. But, as FEC's Tom Macmillan suggests, the policy makers sometimes need reassuring that people, at times, want regulation to make life easier. Does the foodservice industry want a steer from government in the form of legislation? Or, can government encourage progress and offer more direction through its own, vast,

tendering process?

The fact that many tenders came down to price was unsurprising – especially in the current climate. Sustainability was seen as 'expected', but was this just a token tick in the box? Should the final stages of tendering come down to who offers the best balance between commercial and environmental reasoning? Again, there was confusion as to who should take the lead on this.

What is clear, is that there will be mounting pressure on companies and brands to have answers to the inevitable questions about how fair and sustainable their supply source is and why they have chosen specific certifications. That the choice is too confusing will not be an excuse for inaction. Consumers might not want a menu full of labels – indeed, labels alone will not change behaviour – but they are likely to rely on restaurants, caterers and fast food outlets to act responsibly. A label and third party accreditation can reassure consumers of that, but it can't be the final destination.

This sector has immense buying power, from the fast food chains to the institutions and firms that use contract caterers, and that provides it with considerable leverage to support and develop ethical products and services. In the past, many have chosen, as Dr Roe pointed out in her report in 2008, not to wield that power. In the future, they may not have the choice. The question is whether they continue to wait in the shadows for regulation or take the spotlight and make change happen.

PURE & HONEST

The Dutch supermarket chain, Albert Heijn, created this label as an umbrella brand including organic, fair trade, sustainably caught fish and free range meat. Albert Heijn opted for a single brand to represent those products made with particular care and devotion to people, animal welfare, nature and/or the environment to make it easier for consumers to choose responsibly. Proof that 'pure & honest' has made it easier to shop responsibly is in the pudding: 75 per cent of customers who buy free range meat had previously purchased Albert Heijn's regular meat offering and switched to this rapidly-growing, more animal-friendly alternative. Could this kind of umbrella scheme, which places the consumer's trust in the brand, reduce confusion and encourage better practice in the foodservice sector too?



Emma Roe

Back in 2008, the Food Ethics Council asked me to look into the ethical landscape of the foodservice sector. It's an area that's intrigued me for some time. I had my suspicions as to what I might find. This sector has long struggled to work out the most effective mechanism for driving up ethical standards in its supply chains. Today, much like in 2008, it's a similar story.

Yet it doesn't surprise me that many companies, regulators,

assurance schemes and critics are still trying to find out how foodservice can move forward, and perhaps replicate some of the progress made by its food retail cousins.

There are a number of reasons for this. Food eating experiences out of the home are highly variable – we've got fast food, high street restaurants, corporate and public canteens and event catering services. These experiences are serviced by a highly fragmented structure of businesses – consumer-brand facing, industry-branded and non-branded operators of different sizes and cuisine specialities. Those in foodservice also compete on the quality of the eating experience, a fair price and access to food out-of-the-home. So, what do we do? I have two suggestions on where we need to focus attention.

Firstly, despite regular targeting of food retail shoppers to purchase ethically through food labelling and raising ethical awareness, consumers eating outside the four walls of their home are still relatively naïve; they haven't been targeted in the same way through TV shows, NGO campaigns, or supermarket promotions so they are not quite sure what they should be doing, buying or asking for. How many people, for instance, will ask their work canteen where the fish is from on a Friday? Not many. But I'll bet a larger number know what MSC fish is and look out for it. Again, there is a contrast between retail and foodservice; the latter offers limited opportunities to display ethical credentials. What's more the meals are compositions of different foods corresponding to different supply chain standards and schemes.

Secondly, the food service procurer is an important, but largely under-developed, actor for driving higher ethical standards. In other words, we can't leave it all to consumer choice (think Fairtrade bananas, which is the only type of bananas some retailers now stock). If food service procurers can garner sufficient buying power they can force ethical improvements at a fair price. Consequently, public sector food procurement has an extraordinarily important role in leading the way in this field given its hefty buying power in the market if it is centrally-coordinated.

So, we need strategic action by government, NGOs and food assurance schemes to specifically focus attention on raising awareness among both consumers and procurers. It won't be easy, but it is certainly achievable.

Emma Roe, Lecturer in Human Geography at the University of Southampton

winterhalter



Sustainability re-invented: UC Energy

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Packaging

The bottles we use for our evian water are made up of 25% recycled plastic, with the aim of being 35% by 2011.

Volvic has launched a new "GREENER BOTTLE", which has a lower carbon footprint than the previous 50cl Volvic bottle. It is made from 20% renewable plant based material and is also 2 grams lighter.

Our Sources

We help preserve our natural ecosystems in our sites and in the world's wetlands. Since implementing a Groundwater Resources Protection Policy in 2004, we have invested heavily in protecting the purity, quality and permanence of our water sources.

To find out more about how we are protecting the environment, visit www.danone.co.uk or call **01227 741 111** and ask for Danone.

The stepping stones that led to BS certification

Dudson has been awarded BS EN ISO 14001 certification by the British Standards Institution in recognition of its ongoing commitment to the environment. But what path did the company follow that resulted in this achievement, asks Foodservice Footprint

Dudson, the Stoke-on-Trent based foodservice tableware manufacturer, has long taken its corporate responsibilities seriously, strictly managing the impact of its operations on the environment. So it is good to hear that, in recognition of those efforts, Dudson has now received recognition from the British Standards Institution – certification to BS EN ISO 14001:2004 Environmental Standard.

The company successfully demonstrated its environmental commitment throughout every level of the business, with key objectives detailed in an environmental policy which has been communicated to both employees and external stakeholders. Dudson has implemented a number of initiatives to address key areas that could affect its environmental performance, including waste reduction and improvements to energy and water efficiency.

In the journey towards certification, Dudson's Environmental Management System identified eight commitments to ensure that its activities prevent, minimise or control any significant environmental aspects, which can be summarised as follows:

- To comply with all relevant environmental legislation and regulations
- To prevent pollution
- To set objectives/targets which are regularly reviewed to ensure continuous improvement
- To identify activities to reduce and/or eliminate waste to landfill sites, including recycling wherever possible
- To increase the company's efficiency when using raw materials, energy and other resources
- To ensure employees receive relevant environmental training in relation to their role
- To communicate the environmental policy to all relevant parties
- To review the environmental policy regularly, so that it continues to meet the requirements of both ISO 14001 and the needs of the company



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"At Dudson, we recognise that we have a responsibility to manage the impact of production on the external environment," says Max Dudson, Chief Executive Officer, "Our modern manufacturing methods have gone a long way to transform a product that has traditionally been costly to the environment, with resulting reductions in waste production and energy usage throughout the manufacturing process."

Waste streaming programmes have been implemented and communicated to all employees, which have resulted in a fall in general waste collections of almost 69 per cent between 2005 and 2009. Recycling initiatives have had a massive impact on the collection of fired waste products, reducing them by more than 80 per cent over the same period of time. Investment in a new packaging machine means that all cardboard can now be recycled and used as an environmentally friendly packaging material.

The company has also focused on energy consumption, which has been reduced dramatically by using ThermECO* glazes, produced locally by Endeka Ceramics Ltd. One hundred per cent lead-free, ThermECO glazes enable Dudson to kiln-fire at lower temperatures, while efficient firing methods ensure the maximum number of items is placed for each fire, reducing the number of fires needed, and

therefore reducing the amount of energy consumed.

And just how has all this been achieved?

To ensure effective internal communication of its environmental message Dudson has developed its own environmental 'brand' which is portrayed on all notices, information sheets and environmental newsletters. There are also a number of 'Green Boards' sited throughout the factory and offices specifically for environmental information, and a section of the monthly briefing (presented to all employees by managers), contains environmental news.

A cross-functional Environmental Performance Improvement Team made up of around 15 employees meets regularly to discuss ideas for improving the company's environmental performance and reports on trial/initiative results. Most members of the team are trained environmental auditors, and are responsible for fulfilling the internal audit schedule, highlighting areas where improvements can be made and then following up the findings with the appropriate managers.

The support of the entire workforce has been instrumental in the company's achievement, but the commitment from director level downwards has been the driving force. The Environmental Steering Group, consisting of senior

managers who are responsible for carrying out actions needed as a result of environmental audits, meets regularly to discuss progress and ensures that continuous improvement measures are taking place.

Dudson has put the environment at the heart of its business strategy for many years, and the award of BS EN ISO 14001:2004 Environmental Standard is proof positive that the company's strategy is working. However, Dudson recognises that certification is not the end game and the company's Environmental Management System makes provision for continuous improvement and ongoing legal compliance, which will be assessed through regular management reviews.

Did you know?

- 1** 100 per cent of Dudson ceramics are manufactured in England
- 2** Over 98 per cent of Dudson ceramics lost in manufacture are recycled
- 3** General waste collections were reduced by 69 per cent between 2005 and 2009
- 4** 100 per cent of Dudson ceramics are protected by ThermECO*, a high performance lead-free glaze that reduces energy consumption due to lower firing temperatures

* ThermECO is a trademark of Endeka Ceramics Ltd.





Brakes – Protecting Tomorrow Today

As former Downing Street press chief Alastair Campbell pointed out to a packed auditorium at the recent British Frozen Food Federation conference in Leicestershire, recent decades have seen an interesting infusion of public sector values and beliefs into the corporate sector.

Consumers now expect commercial organisations to operate with a “holistic moral compass” which should embrace corporate, social and environmental issues. As a result these issues have steadily moved up the corporate agenda, driving a more structured approach to setting objectives and monitoring company achievements.

As a leading foodservice company Brakes Group has fully embraced these changing attitudes of our customers and consumers. For over a decade Brakes has championed a number of community, nutrition, sourcing and environmental projects. The company’s impressive track record has won it many

accolades and in 2008 Brakes attained ISO14001 accreditation.

But Brakes has been ambitious to go further. So, at the beginning of 2011, following a wide-ranging business review, Brakes officially launched its impressive new Corporate, Social and Environmental Responsibility (CSER) framework called ‘Protecting Tomorrow Today’.

“The new framework focuses on five ‘strategic drivers’ or pillars to ensure the programme makes a real and sustainable difference,” says James Armitage marketing director of Brakes Group.

“Our CSER strategy is now an intrinsic part of our overall business strategy. Within each ‘pillar’, the company has made a series of ambitious commitments.”

But getting to this point has not been easy, and Mr Armitage believes other organisations looking to develop a strong CSER programme need to go into it with their eyes open.

“It’s not just a case of creating a wish-list of green initiatives or community activities,” says Mr Armitage. “Developing a CSER framework requires a lot of work to establish your organisation’s current performance and where you want to get to. This requires a lot of openness between departments and managers and a strong strategic vision to get everyone moving in the same direction.

“After that the hard work really begins and this requires everyone in the business to start making a contribution to achieving the organisation’s CSER objectives, through a vast range of initiatives.”

He adds: “A lot of organisations are tempted to set objectives which they can achieve relatively easily, or believe they have to make progress on all fronts at the same time – this is simply not possible.”

Brakes CSER pillars have a number of stretching commitments and targets, which are pertinent to all

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areas of foodservice and include the environment, responsible sourcing, health & nutrition, community, and our people.

Brakes new commitments are impressive. They are all specific and measurable such as commitments to:

- Reduce Brakes Group Scope 1 & 2 CO₂ eq. emissions by 25% against 2006 base year by the end of 2013. (indexed to £ turnover.)
- Increase products sourced in Britain by the Brakes Group own brand to 1,000 by the end of 2012
- Support the Let's Get Cooking Campaign. By 2013 Brakes Group will have volunteered the equivalent of 3,000 voluntary hours to schools that run Let's Get Cooking Clubs.

Mr Armitage explains: "At Brakes we have set out our commitments on the CSER section of our Group website <http://www.brakesgroup.com/cser/default.aspx> and created a simple icon to show how we are progressing against each target. With some we are well on the way, with others we have a lot of work to do. But this is the nature of CSER, the programme is never finished because new challenges will always arise or new technology and working practices will mean your organisation can achieve more.



"We feel it is very important that progress on our commitments can be measured as this encourages us to stretch ourselves but more importantly enables us to report accurately on achievements to our customers and stakeholders."

To help ensure that the reporting is independent Brakes is working with Business in the Community, the business-led charity that advises, supports and challenges its members to create a sustainable future for people and the planet whilst improving business performance. Brakes has also joined the London Benchmarking Group and has committed to measure its social impact, in order to evidence benefits at all levels.

Mr Armitage says: "We are not the first to do this and we have benefited from the experience of those organisations that have gone before us. As a result we have been able to develop what we believe is one of the most complete CSER frameworks in foodservice. Our five pillar strategy is an open, honest and measurable approach to CSER and allows us to be responsive to customer and consumer concerns."

He concludes: "Our experience has been that to create a meaningful programme organisations need honesty, strategic vision, clear measurable targets and engagement from the depot floor to the boardroom."





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Discover the story for yourself at www.dudson.com/evolution


DUDSON

Inspiring the next generation

The Nestlé Toque d'Or competition offers a glimpse of the talent and skill level coming through in UK catering colleges. The judges like what they have seen so far.



This year, for the 23rd year in a row, another raft of student teams entered the competition that carries a reputation for inspiring and challenging catering students up and down the UK. Every member of each team will carry a dream of winning the Nestlé Toque d'Or and, perhaps, one day following in the footsteps of some of its now-famous entrants from years gone by.

The task for the pretenders to the throne is simple: devise a model for a contemporary and unique dining environment, addressing the demands of today's diners. The model must also consider issues such as seasonality, provenance and sustainability.

"This competition is about nurturing the talent of the future, nurturing the chefs that will bring new trends, ideas and dining experiences. While we can't foresee what those exciting innovations might be, we can ensure that they are founded on some basic principles that all good catering should adhere to. We want these chefs to come up with brilliant ideas, but also ideas that are sustainable," explains Neil Stephens, managing director

Nestlé Professional UK & Ireland.

But that is just the first stage. If their paper entry is successful they move to a series of heats, before the grand finals. It's a gruelling contest. Cheshire Life summed up the stresses of the event last year when waiting for the results of the 2010 grand final in which Warrington Collegiate took part.

"Given that they are taking part in the competition that was part of the careers of Jamie Oliver, Anton Mosimann and James Martin, you might expect the students at Warrington Collegiate to be feeling the pressure. But they are proving they can stand the heat and they are staying in the kitchen. The six-strong team – made up of four chefs and two front of house – have already battled their way through gruelling heats against many colleges and they cooked up a storm in the Nestlé Toque d'Or competition. They also sizzled against four other colleges in the Grand Final where they dished up for 100 diners at the BBC Good Food Show at Birmingham NEC in June. But now they face the worst bit – the wait. Any day now they will be summoned to the Dorchester Hotel, London where

the winners will be announced."

They didn't win; the prize went to University College Birmingham who, according to head judge James Tanner "showed 100 per cent passion and really rose to the challenge in conditions that can only be described as working in a real pressure cooker. They should all be extremely proud of what they have achieved, especially with such a high standard of entries this year."

This year the standard may well surpass that 2010 benchmark. This year's heats head judge, Tony Robertson, has been "blown away" by what he has seen in the heats. The 2011 Nestlé Toque d'Or grand final is now just two months away, and University College Birmingham are back defending their title. Blackpool & The Fylde College, Belfast Metropolitan College, Grimsby Institute of Further Education, and Colchester Institute make up the five-strong line up. With the heats having showcased some of the most exciting dishes to be prepared in the history of the competition, Stephens says this year looks set to be one of the most competitive and interesting Grand Finals ever.





"The raw talent and level of skill is incredibly impressive. It is great to see the colleges and the students embracing Nestlé Toque d'Or. It really is a unique event that provides a lifetime's experience in one competition. The value cannot be underestimated. We have seen some incredibly talented individuals take part in the competition and go on to achieve real success in this dynamic sector."

Recently, the finalists were 'treated' to an army day to sharpen their skills and discipline as part of the lead up to their day at the BBC Good Food Show when they produce 100 covers – for paying members of the public. The day started at 5am – 'Apprentice style' – when the students were taken to five army field kitchens and briefed on their task: produce a three-course lunch from two ration packs and a few fresh ingredients. The lunch was judged by the army personnel as part of the competition, so the pressure was on. "They had to work over the noise of generators and even collect water in cans from a standpipe," explains Stephens.

The day was a steep learning curve for the teams; they were also taught how to skin and gut a deer,

as well as how to joint and cook various other game including rabbit and pheasant. But it wasn't all work and no play: they were treated to curries produced by Gurka soldiers on hand built ovens and a formal dinner in the officers' mess – venison was of course on the menu. "The feedback from the students really just included the word 'awesome'," says Stephens. "They have never done anything like that before. Hopefully their skills have improved and it will inspire them further in their careers."

Indeed, there are just a few weeks until judgement day and the BBC Good Food Show. The winning team will gain places on the Nestlé Toque d'Or Study Trip, a once in a lifetime experience. The college would also receive £4,000 of equipment for its kitchens. But this competition isn't just about winning – it's about inspiring, developing and nurturing the next generation of top chefs.

Indeed, past entrants include Jamie Oliver, who has certainly come a long way since his student catering days: TV chef, Sainsbury's pin up, MBE, millionaire and, of course, campaigner. New research has just found that his healthy



school dinners continue to produce a marked improvement in national curriculum test results five years after the chef first launched his campaign.

So, is the Nestlé Toque d'Or set to produce any more Jamie Olivers? "This year's competition has been electric," says James Tanner, the chairman of the Nestlé Toque d'Or Grand Final judges, "and it's been very hard to judge as a result. There are some really talented young chefs out there, which can only be good news for the future of our industry."

See www.nestle-toquedor.co.uk



Reynolds' student union

Reynolds, a pioneer in the supply of sustainable fresh produce, has taken another step forward as it works towards benchmarking the environmental standards of its own suppliers.

Reynolds is up and running, speeding towards achieving its goal of certification to ISO 14001 Environmental Standard. The company, which among other things has been setting up strategies for assessing the environmental credentials for suppliers, is now receiving invaluable help from a Master's student from London Metropolitan University.

Simon Jones, Environmental Manager at Reynolds, was himself an intern at Reynolds when working for his dissertation on returnable crates at Writtle Agricultural College. Jones is currently working alongside student Marta Salvà. While working for her own dissertation, Marta is supporting Reynolds to establish a benchmark for best environmental practice for its suppliers.

Simon explains: "When Marta got in touch wanting to talk about her dissertation on measuring the carbon footprint of produce it chimed with what I was doing. It is a timely subject and Marta is now helping us to compile sustainable indices for suppliers that could be the benchmark for the future."

Ian Booth, Reynolds' Technical Director, remarks: "Suppliers are

expected to have an environmental policy in place but there is often no more detail available other than that they have one! We need to know what the policy includes in minute detail as our clients will ask specifically about targets met. It was obvious that we needed to drill down deeper into suppliers' sustainability strategies."

Jones goes on to explain that there are two kinds of footprint: firstly, the organisational or business carbon footprint which measures the direct and indirect greenhouse gas emissions arising from all of an organisation's activities, and secondly, the product carbon footprint. A product's carbon footprint measures the greenhouse gas emissions at each stage of the product's life cycle so, from a grower's perspective, that includes everything from soil changes, seeds, pesticides, fertilisers, water and electricity usage, through to the diesel used in equipment and transportation.

Salvà has devised a questionnaire which has been trialled on a selection of Reynolds' suppliers. The aim is to then incorporate the findings into the generic

Technical Approval Documentation, completed by all new suppliers. From their responses Reynolds will look at the best sustainable indicators and best practice to achieve them, and consider what is deemed an expected level of environmental compliance.

Salvà says: "I started in March and will hand in my dissertation in May; the help and encouragement I have received from Reynolds has been very useful to me. Reynolds is gearing up for ISO 14001 accreditation, and is now working to that standard. Hopefully the sustainability indicators will encourage suppliers to take a more proactive approach to their environmental policies and urge them to do more."

"With Marta's help these indices will give us transparent methodology in order to meet ISO 14001 and give us total credibility with stakeholders," adds Jones.

Booth states: "It is also worth noting that many of our suppliers already have great environmental initiatives in place. When selecting a supplier to meet the stringent technical requirements of Reynolds, those who have robust



technical management systems, and sufficient structure and resource to deliver this, also tend to be more advanced in their environmental practices. This is not only the larger organisations; many of our smaller, more regional growers have also invested in a variety of environmental practices and we will work hand in hand with these suppliers to help achieve best practice.

Some of the initial findings from suppliers regarding environmental practices are:

- A leaf supplier who uses a recycled water system to wash the product, reducing water consumption.
- All suppliers interviewed so far are reducing energy consumption but are not using renewable sources yet.
- A potato supplier has implemented a system called Cascade Water Recycling that eliminates waste soil sludge by separating soil and sand from the water. It has also reduced process water by 80 per cent.
- All suppliers recycle and

separate their waste streams, from organic materials to paper, plastic or wood.

- Some larger suppliers are starting to use 'sustainability surveys' to be completed by their growers.

As well as devising the questionnaire, Salvà has been helping Jones to calculate the carbon footprint for UK sourced potatoes. Some initial discussions have also been held with a public-private unit for the foreign trade development of the State of Minas Gerais, Brazil. Reynolds imports a small amount of exotic fruit and vegetables from Brazil and is working with suppliers there to ensure imports are bought in the most sustainable manner. With the World Bank's support, a major perishables project is being implemented focusing on logistics, trade intelligence and promotion, which Reynolds is involved in, through inviting a Brazilian delegation to Reynolds' National Distribution Centre.

"Companies are keen to export but when we ask them 'What about packaging or recycling?'"

the initial response can often be incomprehension. Dr Chris Bishop, consultant with the World Bank, and a senior lecture at Writtle Agricultural College is liaising with us," says Jones. Reynolds is also in constant dialogue with suppliers regarding best practices and sustainable farming techniques, whether at home or abroad."

"Understanding the impact that Reynolds has on the environment, at all stages from farm to fork, is an ever evolving process" concludes Booth. "All of our suppliers, as well as ourselves, approach this in different ways, identifying the key issues relevant to our businesses. Through our involvement with Footprint Forum and discussion with other members of the foodservice industry we are really moving our environmental initiatives forward. Our understanding improves each day as we probe further into each area. Reynolds' suppliers are an absolutely key aspect, and I'm really keen to see the final conclusions of Marta's work."

Beyond labels

Wolfgang Weinmann, head of strategic development at Cafédirect says labels, though important, don't tell the whole story...

The collapse of the International Coffee Agreement in 1989 sent market prices plunging, putting the livelihoods of millions of smallholder farmers around the world in jeopardy. There was a huge drop in commodities market, and coffee growing communities suffered a drop in income, leaving them bereft. In response, three communities – in Peru, Costa Rica and Mexico – each shipped a single container of coffee, loaned on trust, to the UK. The beans were roasted and sold through church halls, charity shops and at local events. That was the beginning of Cafédirect. If we look back 20 years to the early 1990s when Fairtrade and Rainforest Alliance came about, Latin America had marginalised coffee producer communities, and there was total unsustainability from a farmer's viewpoint.

However, running parallel to this has been an increased consumer awareness around ethical issues in consumer countries.

Indeed, the appearance of ethical labels has made a huge difference, and significant progress has been achieved in the field of ethical sourcing and production.

There is a proliferation of labels and standards: an absolute plethora of consumer facing labels, codes of conducts with some companies even coming up with their own certification schemes.

But is this enough?

Looking forward there are new challenges for smallholder farmers to meet. Complexities around international commodity markets and complexities in agriculture are increasing. So are labels giving all the answers to these challenges?

Really, it is about operating ethically and sustainably across the whole business, not just the number of ethical labels you put on product packs.

What's needed for a full, comprehensive, approach to sustainability is to look at sourcing

all the way to consumption.

There has to be a clear commitment for investment in sustainability across the value-chain in three decisive areas.

If investment in sustainable supply, such as training in crop care and harvest techniques or quality control and management practices, is made, grower communities can then successfully export their product.

There is a clear link established between better quality raw materials which lead to better prices for farmers which in turn secure more sustainable livelihoods for their families.

But ultimately the consumer also enjoys a better product.

We must now take a wider view of sustainable supply that is not just crop related, but considers more comprehensive issues for grower communities such as climate change.

Cafédirect has been working with rural communities on climate change adaptation since 2006, for example in Kenya tackling high firewood consumption both on household as well as tea factory level.

The answer was to fund energy efficient stoves that use very little wood. That had an immediate effect on local deforestation.

We can be proactive to enhance and secure productivity levels of crops by funding seed nurseries introducing improved coffee/ tea plants

We must invest in long-term partnerships whereby we promote dialogue and joint action with grower communities to find answers that make sense to both sides. Education, training and long-term partnerships are the key to truly sustainable supply chains.

Moving from supply to processing and consumption, it becomes clear that existing ethical labels don't usually cover these aspects at all!

Thus, we must adopt a cradle-to-grave approach for environmental impact/ sustainability to tackle the mounting challenges.

First of all, it's vital to match the outside with the inside of a product: truly sustainable products have to look beyond

the sourcing level and take up processing, packaging, consumption and disposal issues.

For businesses it is vital to take complete responsibility of sustainability issues and look beyond one's own control sphere to see what can be done to improve things further along the value chain.

All stakeholders of a business, from producers to consumers, must be involved in the sustainability challenge. It's about finding answers together that ensure sustainability on all fronts: financial, environmental and social – the crucial triple-bottom line.

Summing up, yes, the past 20 years have been quite successful. Labels are useful in that they provide a framework giving a level playing field for everyone, but they don't provide all the answers to current sustainability challenges.

Surely the case for environmentally and socially sustainable business grows ever stronger. Consumers are more vocal, governments more strict, pressure groups more powerful and competitors more savvy, meaning that sustainability has moved from a 'nice-to-have' to a key strategic issue.



AN AWARDS SCHEME WITH A PURPOSE



The finalists for the Footprint Awards have been shortlisted by the Footprint Awards Judges. Congratulations to all those who have made the shortlist and our commiserations to those who have not. It has been a very competitive year with over 100 high quality entries. Thank you for your participation. Winners will now be selected by our independent panel of judges and the results will be announced at a sparkling Awards Dinner on 19 May at the Royal Institute of British Architects (RIBA) headquarters in London's West End.

The Footprint Awards Shortlist*

Sustainable Use of Natural Resources

Alpro Soya
Greenvale AP
R-OIL

Innovations in Packaging

Llanllyr Water Company
The Paper Pallet Company
Solo Cup Europe

Sustainable Sourcing

BaxterStorey
Brakes Group
Cafédirect
Nestlé Professional
Strattons Hotel, Swaffham

Environmentally Efficient Logistics

Brakes Group
3663
Reynolds

Corporate Social & Environmental Responsibility

Apetito UK
Bartlett Mitchell
Brakes Group
Cafédirect
CH&Co
Pret A Manger
Sodexo
Unilever Food Solutions
Wahaca

British Supply

BaxterStorey
Brakes Group
CH&Co

Energy Efficiency

Creed Foodservice
Meiko UK
Winterhalter

Best Sustainable Catering Equipment

Dudson
Gram UK
Winterhalter

Best Sustainable Foodservice Installation

Mechline Developments Ltd for HMS
Collingwood
Meiko UK for The Royal Garden Hotel
Space Catering Equipment for The Scarlet Hotel, Cornwall

Commercial Benefit Through Sustainable Practice

BaxterStorey
Bunzl Vending Services
Creed Foodservice

Internal Communications

Bartlett Mitchell
3663

Consumer Engagement

Beacon Purchasing
Partners In Purchasing
Wahaca

Special Achievement

Ian Booth	Reynolds
Katie Dudson	Dudson
Nicki Fisher	Pret A Manger
Caroline Fry	CH&Co
Tamsin Gane	Sodexo
Thomasina Miers	Wahaca
Debra Patterson	The Savoy Hotel
Cyrus Todiwala	Stratamarco
Diane Webster	Beacon Purchasing

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

Judging Panel

David Clarke	Red Tractor
Bill Downie	Managing Director, Meiko UK Limited
Nicola Ellen	Ellen Consultancy Services Limited
Lorna Hayes	Food Chain Adviser, National Farmers Union
Steve Loughton	Standex Food Services Equipment
Paula Moon	Nestlé Professional
Steve Munkley	Head Chef, Royal Garden Hotel, Kensington
Paul Pegg	Keystone Distribution Europe
Glenn Roberts	Gram UK
Cyrus Todiwala	Café Spice Namasté
Neil Whittall	Huhtamaki UK
Bethan Wood	University of Glasgow

For more information about the judges visit:
<http://www.footprint-awards.com/judges.html>

Join us for dinner when the winners will be announced

The Footprint Awards dinner is the only awards dinner exclusively dedicated to recognising Sustainability in the Foodservice sector and will be attended by executive level representatives from across the supply chain. Contact Events and Online Director Christophe Stourton
xtophe@footprintexperience.com

For accommodation we have agreed a special rate at The Savoy 'London's Green Hotel'. Please quote 'Foodservice Footprint' when booking.

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