

FOODSERVICE

Environmental issues in the food industry
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FOOTPRINT



SUSTAINABILITY: Can UK restaurants support it and will it survive the slump?

**Richard Phillips and
Peter Backman
deliver their verdict**

**FOOD ACCREDITATIONS:
Who is certifying the
certifiers?**

**Retail packaging: As bad
as we think?**

**Harvest Crisis! NFU
reassures restaurateurs...**

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Making every day a better day

Dear Reader



Nick Cracknell

Things, I am glad to say, have been outrageously busy for us. Our efforts to promote a transparency to the environmental issues affecting the foodservice industry appear to have struck a chord. Word of Foodservice Footprint has spread like wildfire and we are in the fortunate position that so many businesses have emerged that want to be involved. We are delighted to announce that our circulation has increased, so many of you who did not receive our inaugural issue will be receiving this, our second.

Furthermore, our website is now under construction. We have been very conscious to get the concept absolutely right with usage in mind. As a result of this you will soon be able to keep abreast in real time.

Nick Fenwicke-Clennell and Charles Miers are currently working hard on Footprint Forum, which we will be launching next year. The interest has been phenomenal and businesses are very keen to get involved, either to learn or express what they are doing, but most importantly to exchange ideas and work closely with operators, suppliers and competitors alike. The aim is to establish common ground and determine what the industry's footprint actually is in order to address the status quo collectively.

We have been overwhelmed by the support we have received and can safely assume that green issues are at the forefront of the industry's mind, which we will continue to drive.

We hope you enjoy the read and please feel free to send through your comments.

Nick Cracknell - Editor

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One of the great things about a family business is that you get to develop lasting relationships with customers and suppliers alike. I have personally known a great many of our suppliers for years. I know their farms, their orchards and even their kitchen tables! Apart from valuing their friendship, this gives me first hand knowledge of the provenance of the products I offer my customers. It's the only way it can work.

Tony Reynolds



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fresh ideas for foodservice

Hakkasan drops shark fin soup after ethical campaign

by David Harris

One of London's leading Chinese restaurants has been persuaded by campaigners to stop serving shark fin soup on conservation grounds.

Hakkasan, which previously served the delicacy at £40 a bowl, pulled it off the menu in September after a four month campaign by Bite Back, a shark protection group.

Graham Buckingham, Bite Back's campaign director, says that the campaign will continue to target other restaurants that offer shark on the menu.

He adds that shark fin dishes are particularly cruel because fishermen often simply cut off the fins and throw the carcass of the shark back into the sea.

He says: "They are mostly caught by tuna fishermen, who want all the space in the boat to carry tuna. So they just chop off the shark fins, which are extremely valuable, and throw the rest back."

Buckingham, who compared the practice

to killing an elephant just for its tusks, says that Hakkasan's decision to remove shark fin soup came after "four months of dialogue" with the group. Nobody from Hakkasan was available to comment in detail on the withdrawal of the dish.

Hakkasan's decision is only the latest success for Bite Back, which has previously persuaded Wagamama not to serve shark dishes and supermarket chain Asda not to sell shark products.

Buckingham says that the next high profile restaurant it is targeting is Rick Stein's operation in Cornwall, although a spokeswoman for Rick Stein suggests that this might be preaching to the converted. She says that although one of his cookbooks does contain a recipe for Porbeagle shark vindaloo, the restaurant has already stopped serving any shark dishes.

She adds: "We take conservation very seriously."



Organic bug-buster claims to kill pests without affecting food

An Anglo-Dutch partnership has come up with a non-chemical method of destroying insects that infect food.

Weevils and beetles are among around 150 different types of insect that are commonly found in food such as rice and seeds after they have been packed.

Organic produce is particularly vulnerable because chemical pesticides are not used when they are being grown.

The traditional method of killing such pests once an infestation has been detected is chemical fumigation, but now a process pioneered by Dutch company EcO2 and Suffolk-based Anchor Storage has an organic solution.

The system works by sealing the food in an air-tight room and first raising and then dropping the temperature. The result is that the bugs are killed but the food remains unaffected.

Stephen Britt, managing director of Anchor Storage, says: "We store a lot of organically-certified dried fruit, nuts, seeds, pulses and rice products. Pest control has always been a problem in such foodstuffs but now we are able to guarantee a wholly effective, quick clean and organic solution to pest control."

The Sustainable Food Award



A new award for environmentally aware caterers in London has been launched by the City of London Corporation.

The Sustainable Food award is a new category in the established Sustainable City Awards, which the Corporation has run successfully for 8 years.

It has added the food award in conjunction with Sustain, the green food

campaigners, and the new category is open to all London-based catering organisations. The criteria will include how much companies reduce their impact on the environment and how they improve the well-being and health of their staff.

Ben Reynolds, network director at Sustain, says: "We are delighted to be part of the UK's most prestigious and highly

sought after awards in sustainability. By supporting the Sustainable City Awards we are rewarding catering organisations which advocate food and agriculture policies and practices that enhance the welfare of people and animals, improve the working and living environment, promote equity and therefore enrich society and culture."

Green bible to buying fish launched at Billingsgate

More than 50 chefs, caterers and suppliers recently took part in the UK launch of guidelines to help businesses use and promote sustainable seafood.

Good Catch is an initiative backed by several major green groups, including the Marine Conservation Society (MCS), Seafood Choices Alliance, Sustain and the Marine Stewardship Council.

September's event at Billingsgate Market in London included the launch of the Good Catch Manual – A Rough Guide to Seafood Sustainability, which is a 190 page document designed to help buyers through the complexities of buying seafood.

The guide includes the most recent recommendations from the MCS on 50 species eaten in the UK, as well as the background to the country's major certification schemes.

The day at Billingsgate also included a cookery demonstration from chef Rob Aikens, brother of Tom, a tour of the market, and a workshop designed to help chefs and restaurateurs make the switch to more responsible seafood. Other leading chefs and restaurateurs who have lent their support to the campaign include Raymond Blanc and Peter Weeden of Paternoster Chophouse.

Weeden says: "When I was starting out in this business sustainability wasn't on the agenda. So much has changed over the last five years, and it's obvious that my customers take an active interest in knowing where their fish comes from and how it was caught. For me, it's a real pleasure to be able to communicate my efforts to them, and also to my peers."



Rob Aikens prepares MSC-certified scallops



'Good Catch' attendees participate in an early morning tour of Billingsgate Fish Market

The Good Catch manual can be downloaded at www.seafoodchoices.org/resources/goodcatch.php

Welsh Organic Trade Directory

A new edition of the Welsh Organic Trade Directory, which list suppliers for the catering sector, is now available.

There are more than 50 companies in the guide. It can be downloaded from www.organic.aber.ac.uk/tradedirectory or you can order a hard copy from the Organic Centre Wales on 01970-622248.

Anti GM protesters demand more information on Scottish contamination

GM Freeze, the campaign to ensure tight controls on the genetic modification of plants and animals, has called for an investigation into a Scottish trial of rape seed.

Rape seeds in three locations in Scotland became contaminated with unauthorised GM traits, according to a Scottish government report in September.

Although the contamination was only in trial plots, GM Freeze says it wants to know where the plots are, where the contaminated seed came from and what measures were used to prevent contamination.

Pete Riley of GM Freeze says that although the organisation welcomes the Scottish government's efforts to keep Scotland GM free, it is important to make public the reasons why the contamination occurred.

ARAMARK ASKS SUPPLIERS TO GET GREENER

Contract caterer Aramark is asking its suppliers to cut waste and become greener by encouraging them to set environmental targets.

The company has already organised a meeting of 16 of its top suppliers specifically to discuss corporate responsibility. Firms involved included Nestle, Cadbury, PepsiCo, Coca Cola, Unilever and Tetley.

The forum aimed to get the suppliers to agree to green targets. It worked well, says Aramark's corporate responsibility director, Val Carter.

She says: "The ideas ranged from measuring and reducing packaging waste, reducing deliveries, raising awareness of ethically-sourced products, to encouraging employee well-being by promoting breakfast at work."

Aramark says it is now confirming targets set by the companies and will continue to monitor their progress.

Grow food in the inner cities to sell to restaurants, say campaigners

by David Harris

There are huge opportunities for more food to be grown in UK cities and supplied to restaurants and caterers, according to a report by green food organisation Sustain. Sustain's Edible Cities report looks at examples of city agriculture in the United States in an effort to identify opportunities that UK cities could be missing. Among the cities examined in the report are New York, Chicago and Milwaukee.

Ben Reynolds, one of the report's authors, says: "We are all familiar with allotments, and the odd community garden as features of the city landscape, but more often than not a lot of space is wasted, where with a little support we could see projects like this in the UK, where salad crops, vegetables and even fish are produced commercially within the city."

One project in Milwaukee, Growing Power, provides produce to local businesses such

as the Riverwest food co-op café (pictured) and has set up a fish farm to supply restaurants.

In New York, Red Hook Farm also supplies local restaurants with organic vegetables, as well as selling through farmers markets and to local school catering operations.



The report draws many parallels with London, where it argues that "food growing, despite being a genuinely successful way of bringing the capital's diverse communities together, is often forced to the extremities of neighbourhoods rather than celebrated and built into the heart".

Among those visiting the United States to compile the report was Colin Buttery, deputy chief executive of the Royal Parks. He says: "In Chicago they were growing food among the ornamental flower beds in the central park. There were no fences and yet there was no vandalism, and the harvested produce sold at a nearby market."

Happy Pigs

Improving the welfare of pigs could help UK farmers do better business with caterers in future, say animal welfare campaigners.

Compassion in World Farming (CWF) acknowledges that the British pig industry is already ahead of its European counterparts in welfare standards, but says still more could be done.

Although British pigs are rarely castrated and sow stall cages have been banned since 1999, CWF says that issues which

still need to be addressed include the docking of piglets tails and some sows being confined in crates before giving birth. The organisation says that if the industry addresses these issues quickly it will stand to benefit as consumer demands for meat produced under the best welfare conditions increases.

Phil Brooke, the CWF's welfare manager, says: "Already supermarkets such as Waitrose are demanding higher welfare. If the British pig industry can put animal welfare first, British pig farmers will be well placed to take advantage of the higher welfare marketplace of the future."



Shiny-dry



Leading dishwasher company Winterhalter claims that its new water purification system not only means fewer chemicals are used in the cleaning process but it also provides glasses that don't need polishing. Among the customers so far for the RoMatik reverse osmosis system is the south London catering rental firm Jones Hire, which supplies tableware to UK contract caterers for banquets and receptions.

Tim Edwards, general manager at Jones Hire, says that savings have included not having to use large numbers of tea towels and polishing cloths for the glasses. "We can put a dirty glass in at one end and it comes out dry and it comes out perfectly clean and shiny-dry at the other," he says.

UK consumers are trying to eat more healthily, says survey

UK restaurateurs providing their customers with greener, healthier food are matching the mood of the nation, according to a recent study.

The Health of Britain report on the country's attitudes to nutrition, put together by information specialist TNS, finds that health is becoming more significant in a range of ways, from what parents put in their children's lunch boxes to how much salt they use.

TNS says that "food chosen for health reasons" is growing at 8% a year and has now reached an annual market of £11 billion. This has particularly benefited the organic market and those providing healthier food.

Nevertheless, the nation is still getting fatter, with 23% of women and 22% of men now classed as obese. The Government forecasts that by 2010 another 2 million men and 1 million women will fall into this category. But the rate of increasing obesity has slowed and the TNS report suggests that



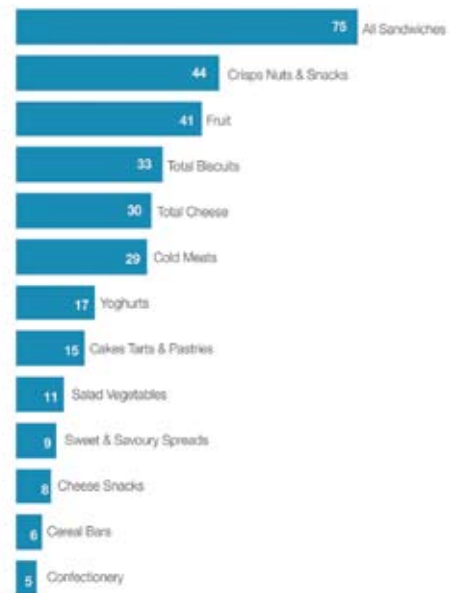
Image ©Liv Friis-larsen

this might be partially down to people changing their eating habits. Trends which restaurateurs and caterers might note include the increase in the amount of vegetables, the decrease in the amount of puddings eaten and the increase of those who say that health is a primary factor in what they choose to eat.

School lunchboxes are one barometer of adult attitudes to healthy food, with a sharp increase in the number of parents insisting that their children have healthy food instead of what they want. The typical child's lunchbox in 2008 contains 16% more fruit and 25% more vegetables than a year ago, says TNS.

The lesson for restaurateurs caterers would appear to be that changing consumer attitudes suggest that there is a continuing case for providing healthier food.

% of School lunchboxes including . . .



Suffolk school grows its own lunch

Children from a Suffolk primary school have helped their school dinners become more environmentally friendly by growing their own vegetables for lunch.

Bucklesham School, near Ipswich, has been raising a crop of potatoes and other vegetables as part of its healthy eating policy. The vegetables have been grown by the school's after-school gardening club. The latest part of the project was to grow potatoes as part of the Grown Your Own Potatoes scheme and potato producer Greenvale provided the Potato Council with four tonnes of seed potatoes earlier this year to be distributed around the country: it was some of these that went to Bucklesham.



Teacher Susie Starke, who runs the school's gardening club, says: "We focus mainly on fruit and vegetables and the object is to help children understand where food comes from. The children not only

see the food growing but learn what has to be done to make sure it grows properly, and how to avoid pests eating the food. And they learn just how good it tastes when it's fresh."

EAT LESS MEAT TO HELP SAVE THE PLANET, SAYS NOBEL PRIZE WINNER

by David Harris

The winner of the 2007 Nobel Peace prize has called on people to cut their carbon footprint by eating less meat.

Dr Rajendra Pachauri, who is also chairman of the Intergovernmental Panel on Climate Change (IPCC), made the plea at a lecture hosted by Compassion in World Farming in September.

Pachauri says that although people are now beginning to recognise that cutting back on air travel, driving cleaner cars and recycling are all important, many don't fully realise the effect of cutting down on meat.

He says: "Meat production represents 18% of global human-induced GHG [greenhouse gas] emissions, including 37% of global methane emissions, which has 23 times the global warming potential of CO₂ and 65% of nitrous oxide, which has 296 times the warming potential of CO₂"

The Nobel winner referred to a study by the University of Chicago which argued that if Americans were to cut their meat consumption by 20% it would have the same effect on the environment as if they switched from an ordinary car to a Prius. This is underlined, says Pachauri, because the production of a single kilo of beef is responsible for the same amount of CO₂ emissions as the average amount emitted



Dr Rajendra Pachauri

by a European car every 250 kilometres." He adds: "While the world is looking for sharp reduction in greenhouse gases responsible for climate change, growing global meat production is going to severely compromise their efforts."

Green campaigners welcomed Pachauri's speech. Joyce D'Silva, ambassador for Compassion in World Farming, says: "If we continue to consume meat and dairy at the current rate both animals and the planet will suffer. Factory farming is unsustainable and inhumane. The best thing people can do is eat less meat and dairy and eat only higher welfare – organic and free, range." The argument is even echoed by some leading restaurant critics, such as the Evening Standard's Charles Campion, who has long maintained that we should eat "less meat but better meat".

Worst harvest in 40 years will not force up restaurateurs costs, says National Farmers Union



The worst British harvest in 40 years is unlikely to put up the price of cereal-based foods for UK restaurants and caterers, because harvests elsewhere in the world were good, says the National Farmers Union (NFU).

A spokesman for the NFU says that while

heavy rainfall and flooding in the first half of September meant that many crops were all but destroyed, prices will not necessarily rise because foreign wheat will fill the gap.

He says: "It's global and it's complicated. The UK has had a terrible harvest – perhaps the worst since 1968 – but overseas the harvests have been pretty good."

Until the rain came, the UK harvest too was expected to be one of the best ever, but many of the crops were destroyed before farmers had time to harvest them. Even after the rain there were restrictions on farmers gathering the remaining crop

Proposed euro-ban on pesticides could cost food buyers dear, say farmers

Green restaurateurs may welcome fewer pesticides in vegetables they buy, but they will have to pay more for them if pesticides are banned, say farmers.

Proposed European legislation to ban large numbers of pesticides would put up the price of bread by 10p a loaf, pork chops by 40p a kilogram and milk by 3p a litre, say critics.

One of the UK's leading farmers business magazines, *Farmers Weekly*, believes feeling is so strong among farmers about the issue that it has launched a campaign to fight the ban.

Philip Clarke, European editor at the magazine, says: "At face value, banning pesticides from the food chain may seem like a good thing, but on closer inspection the plan is fundamentally flawed."

"First and foremost, we are concerned at the effect the proposals will have on food availability and the price of food".

Clarke adds that research soon to be released from the Cranfield School of Management argues that if the European parliament succeeds in banning 85% of pesticides, the price of cereals would have to double to make up for the fall in output."

The legislation currently going through Brussels is the revised EU directive 91/414. It is about to receive its second reading in the European Parliament.



Image courtesy of Farmers Weekly

because European rules don't allow harvesting when conditions are wet, a measure introduced to protect the soil. Hilary Benn, secretary of state for the Department of Environment, Food and Rural Affairs (Defra) lifted this ban temporarily, so that farmers could attempt to save some of their crop.



Jean-Baptiste Lecaillon

Champagne Louis

Q: Jean-Baptiste Lecaillon, when did Champagne Louis Roederer first become interested in a more environmentally friendly approach to their winemaking?

It is not something new! As a family business owning a large estate for a long period of time, Champagne Louis Roederer has always been searching for a long term, patrimonial management of its assets. With that in mind, we can say that Roederer has naturally put into place an “integrated” vineyard and winemaking management system well ahead of the recent “green” movement by:

- 1) closely monitoring what the vines produce in order to adapt our practices for a reasonable yield, i.e more concentrated wines;
- 2) using only organic fertilisers and
- 3) using as little pesticide and herbicide as possible.

Q: Given that there is no official certification for ‘Environmentally Friendly’ or ‘Biodynamic’ wine in Champagne what are the benefits and drawbacks of following this approach?

More recently (2000), we experimented with some new approaches to vineyard management in order to limit even more drastically the chemicals used in the

vineyards. We have reintroduced traditional tilling of the soil (no use of herbicide), cover crop management (permanent grass, grass management) and biodynamics.

We have put in place some targets in our “Plan 2012”: the idea has been to reinvent a new way of farming our vineyard and managing our production by the year 2012. As a matter of fact, we believe that the future of vineyard management is not just one technique but a range of different techniques (a cocktail you might say) adapted to different situations and rotating over the years in the same vineyard. In that scheme, we have also increased our massal selection in order to improve biodiversity and be able to get even greater complexity from the vineyards.

In one sentence, this is about finding a more ethical approach to vineyard management where a mix of natural curiosity, humility and a real presence in every vineyard site everyday... is essential to take the best that mother nature offers together with a strong reduction in our impact on the environment.

Q: Of Roederer’s 214 hectares how many are under organic or biodynamic cultivation? Why did you select these vineyards?

Again, this is not so much a question

of one technique (either organic or biodynamic) because we would make a big mistake by just selecting one approach. This is about finding your own philosophy, your own path, your own practices which work best, today (although perhaps not tomorrow), in your own terroir that is unique. You must look and try any kind of approach that makes sense and reach your target of quality and environmental sustainability. It is by definition a learning curve where you adapt, build and change every day. There can be no fixed recipe!

Today, at Roederer, we can say that 50 hectares (out of our 214 hectares in total) see at least one of these techniques. These vineyards have been selected because of their situation, their terroir, their age. Of these 50 hectares, we have 5 (Chardonnay and Pinot Noir) in full biodynamic cultivation.

Q: Is the intention to convert more of the estate to organic/ bio? If so, what is the timescale?

Time will tell... Over the last 10 years, we have multiplied the “Plan 2012” hectareage by a factor of 10! The important thing for us is to learn how to walk before we try to run. One step at a time but, each time, must be a significant step.



James Samson



Roederer

James Samson, Brand Manager, Maisons Marques et Domaines Ltd, examines the understated green credentials of one of the finest Grand Marques.

Q: Is there any discernible improvement/ change in quality/ yield/ health of the vineyards?

We do have some first impressions but they are only first impressions as it takes time to reach a new balance in the vineyards. As always there are some good and some less good results. Overall, the “plan 2012” project remains very exciting and promising.

Q: Is the changing climate making a conversion to organic/ bio production easier or more difficult?

This is a very difficult question to answer as climate change produces different effects: if the general pattern is known (for Champagne more heat as well as more rain) we do not yet have any real idea on the regional effects. Once more, we would be well advised to observe nature.

Q: And in conclusion...?

The answer will not be found in just one practice, it will be a combination of ideas and approaches. So let's not fall into the trap of being influenced by “fashionable movement”. That would almost certainly prove wrong over time. At Roederer we will follow our own path.



JEAN-BAPTISTE LECAILLON

Chef de Caves de Champagne Louis Roederer

Jean-Baptiste Lecaillon, 43, is a qualified Agricultural/ Oenology Engineer, as well as being the Associate Director of Champagne Louis Roederer.

Jean-Baptiste grew up in Reims surrounded by champagne. At a very young age, he developed a passion for Champagne and its development. He was naturally drawn to agriculture and oenology to study wine growing and oenology at the École Nationale Supérieure d'Agronomie de Montpellier, where he obtained a diploma in June 1989. At the same time, he obtained the National Diploma of Oenology.

He joined Champagne Louis Roederer in August 1989, at which time he was one of the key people involved in selecting the site for Roederer Estate, in California's Anderson Valley.

After a year in California, he returned to Champagne to survey Roederer's 1990 harvest. In October of 1990, he left for Australia where he followed the development of a subsidiary company of Champagne Louis Roederer until December 1993.

In 1994, he returned to Reims where he has an ever-increasing role in the making of the Louis Roederer Champagnes. Simultaneously, he ensures the follow-up and the development of the Roederer-owned Bordeaux properties Château Pichon-Lalande, Château Bernadotte, Château de Pez, Château Haut-Beauséjour as well as Domaines Ott in Provence. In 2006, he was appointed Executive Vice-President in charge of production.

Can restaurants support UK sustainability efforts?

Richard Phillips, celebrity TV chef and owner of three Kent restaurants, gives his thoughts...

Sustainability is all about sourcing locally. Sourcing good quality local produce is hard work as you have to go out and find it - it doesn't always come to you. It is a long process, but one which over the years has enabled me to develop very good relationships with suppliers all across my home county, Kent.

To buy locally sourced ingredients means to buy seasonally, and a natural result of that is better quality food, which tastes just as it should. Anybody interested in food will share my passion in that respect. However, I am keen to take this passion further than most by actively seeking local produce to be used in all three of my restaurants. Whilst this is paramount for the newly opened 'Richard Phillips at Chapel Down' in particular, I will not lower the standards of my ingredients in order to do so.

As well as quality, another vital factor to consider is consistency. I need to know that my suppliers are able to keep up with demand, which has not been easy for some local suppliers in the past. However, Kent has now more produce than ever to offer. This has allowed me to serve my 'Chapel Down'

customers potatoes from just one mile up the road, as well as fish from Rye harbour and Sussex beef. I guess if we are talking 'food miles' I can deliver something unique. The wine used in a large number of my dishes - from the Chapel Down vineyard on site - is sourced just yards away. Does that make it a 'food yard'?

Sourcing locally has unlimited benefits for businesses in the catering industry. Personally, I can interact directly and easily with the farmers who supply the produce. Not long ago, my potato supplier offered to grow and develop the perfect 'chipping' potato for me. Whatever the produce, it is in turn, fresher than that of further afield. And as it is seasonal, it is generally cheaper. These benefits are all passed on to my customers, reflected in the quality and price of their meals.

Using suppliers close by helps local businesses in their bid to develop and profit, which will ultimately improve the local economy. Knowledge of this has encouraged me to spread my wings further in the local fields. As opposed to stopping just at food, I am keen to source other materials locally. The





interior artwork at 'Richard Phillips at Chapel Down' includes wine barrels from the vineyard and horse hair light shades. Where we could, we used British products. The rustic atmosphere generated matches that of the restaurant's idyllic surroundings. Sustainability and provenance are hot topics, which food, naturally, has become part of, especially given today's rising costs. I have always been an advocate for local produce and keen to back local farmers and suppliers. This is not about me jumping on the bandwagon of a topical issue, but instead something that I am proud to have achieved in my businesses. My encouragement of sourcing locally does not match that of other related issues. The organic fad, for example, is just that; a fad, a trend losing support. It is important to remember that farmers nowadays use as little sprays and pesticides as possible in response to peoples' highly publicised concerns. By using organic produce in restaurants, prices unsurprisingly have to increase. And why do that to customers when quality, local ingredients can match, if not better, the experience for them? My chefs also demonstrate this enthusiasm.



Shooting on a regular basis, we are eager to test the quality of local game. Just the other week we shot over 200 pigeons in Kent, which, the following day, were on the menus of my restaurants. It is so important that my team and I have involvement right the way through from the field to the plate. Looking to the future, I will continue my efforts in sourcing local and sustainable quality produce - I am currently spending a lot of time with my suppliers to make this happen. One goal is to have 65% of the 'Richard Phillips at Chapel Down' menu comprised of local produce. I am also in talks with a farm in Winchelsea about farming animals solely for my three restaurants, and 'Winchelsea Farm Kitchen' due to open in February 2009. Here we are planning to use a mobile abattoir so that animals are not under stress during transportation. After all, a happy animal produces tender, flavoursome meat. So, is home grown always better? Yes. When you know what you are doing. I am in no way trying to preach to other chefs. Sourcing local, quality ingredients works for me, for my businesses, and for my customers. I intend to stick to it.

Bilateral thinking: A singular notion

writes Nick Cracknell

For many businesses the costs of going green seemingly outweigh the potential benefits, but soon we may not have the luxury of choice...





With hospitality businesses in this country reportedly wasting £540,000 every day through poor energy efficiency, we are coming to what I like to term the 'Foodservice Singularity.'

That is, the point in time where businesses can no longer ignore their carbon footprint without fear of severe repercussions, both moral and financial.

Financial, I hear you ask? Yes, especially if many foodservice providers can look beyond the daydream that the costs of going green far outweigh the benefits. The premise is simple: energy is one of the main areas of cost for most caterers, therefore focusing on lowering your footprint will result in lowering your energy bills.

This is particularly relevant in the equipment area. But the current dynamic suggests that, as restaurants and hotels for example are in the main run by accountants whose role is to make books balance from one year to the next, they are consequently loath to bin expensive, perfectly good equipment like fridges, dishwashers and cookers in favour of new stock which has long term environmental benefits.

The key phrase here is of course 'long term.' In most cases the payback in terms of potential future energy savings is often regarded as being too long to be commercially viable. Many manufacturers are attempting to disprove this or, at the very least, alter perceptions.

Winterhalter's commercial dishwashers save up to 20% water and chemicals, and therefore cost. CEO David Smithson says: "I can't recall a meeting over the last year where saving energy hasn't been raised – and where I haven't been asked what we can do to help reduce energy, water and chemicals consumption and, ultimately, cut costs."

And through its range of low carbon, energy efficient refrigeration, Gram UK posits that caterers can now not only help save the environment but save substantial amounts of cash as well – up to 75% in fact.

According to the International Panel on Climate Change we have less than 15 years to reduce carbon in the atmosphere. Left to grow exponentially as it has, that's how long it will take to cause a 3°C temperature rise and all sorts of problems for the environment. It is, in effect, the Foodservice Singularity.

It seems, thankfully, that there is a growing

awareness of the need to drastically improve energy efficiency in today's commercial kitchens. Figures suggest that energy-saving equipment is of course more expensive at first, but will pay you back in energy savings over eight to 10 years, and most probably a lot less if energy prices continue to go up. That seems quite reasonable if you want your business to be operating at the 15 year 'Foodservice Singularity' point.

However only around 10% of the industry is in a position where they are financially able to consider energy efficient equipment as a long term viability. This may be as a result of not fully maximizing energy saving methods in the kitchen, for example recycling heat from the kitchen atmosphere and dishwashers back into heating water, using one large refrigerator instead of several smaller ones placed around the kitchen, turning off taps, sourcing local food, and if all else fails getting the largest, most intimidating member of staff to persuade the accountant to include the lifetime costs of new equipment in the business plan...

What is the solution then to persuading businesses to switch to more long term efficient equipment? Government regulations will play a central role, but instead of stamping down on those not bending over to fulfill unrealistic targets, offering tax incentives to those that do. For example, the Danish government incentivises restaurateurs to buy eco-friendly equipment to the tune of a couple of grand a unit.

Many restaurants, hotels and catering companies lack the time and inclination to investigate energy efficient measures, but unless they do they will find themselves pariahs in an ever-changing industry. Fortunately there are organisations that help businesses to run more ethically and efficiently by providing support and advice. The Carbon Trust is the government's response to the UK's move towards a low-carbon economy and gives free initial assessments of how your business uses energy. Envirowise, also government-funded, provides free advice on how reducing your environmental impact can increase profits. And Hospitable Climates offers all sectors of the hospitality industry a free advisory service to help reduce energy consumption.

But ultimately it is the willingness to think bilaterally, rather than of the immediate financial impacts, that will be the life or death of the industry.

A global food crisis could mean a future in which 'local' is focal, says Nick Fenwicke-Clennell



Nick Fenwicke-Clennell

A Major Vision

"Fifty years on from now, Britain will still be the country of long shadows on cricket grounds, warm beer, invincible green suburbs, dog lovers and pools fillers and, as George Orwell said, 'Old maids bicycling to holy communion through the morning mist' and, if we get our way, Shakespeare will still be read even in school."

So declared former Prime Minister John Major when expressing his ambition for the country in 1993.

At the time, this rose tinted statement was derided, but given what is happening in the food world today, it might just turn out to be one of history's more extraordinary prophecies. Could we be on the verge of an era when we see the return of the kitchen garden and the proliferation of allotments in place of the weekly supermarket visit and stream of ready meals?

As we all know, there is currently something of a global food crisis generated by the coming together of a number of different circumstances at the same time – expanding population, rising oil and raw material prices, drought, and bio-fuel mismanagement, to name but a few.

Given that in the UK we currently import about 40% of our food, the effects of these global issues have been compounded by the falling value of the pound which has created much higher import costs and, whatever statistical model you follow, overall food prices have risen dramatically, with the Office of National Statistics estimating the cost of imported food and drink to have risen by 19.3% in the year to May.

But how lasting is this situation? It is clear that for foodservice operators, the coming

months will see an escalation in food prices well above that which the industry is currently experiencing.

Prices are so volatile that no supplier in possession of their marbles will guarantee a fixed rate for more than three months at the very most, unless on very secure ground. Also, margins are pretty tight and so there is little commercial alternative but to pass them on to operators competing in a marketplace for diners increasingly impoverished by taxes and living expenses. Something has to give.

There have been a number of initiatives that should make more food stuff available, such as the EU revocation of agricultural set-aside, an increase in milk quotas and a realignment of bio-fuel policy. There has also been a recent suggestion by Sir David King, one of



the country's top scientists, that the GM subject be revisited, though this appears to have been brushed aside by a government wary of the political implications of overtly supporting such a suggestion.

However, the oil question is here to stay and with it the implicit additional costs to all the derivatives relevant to the food service process - production, transport, packaging - the latter of enormous importance to the preservation of food and consequently a major issue.

Multiple retailers have been so successful in providing for the contemporary culture of instant gratification, that they have created a generation to whom the concept of seasonal non-availability is bizarre, as the likes of asparagus, peaches and strawberries can be found on supermarket shelves 365 days of the year.

It is transport and packaging innovations that have been key to making this possible. Could the increased cost of providing this service, already damaging to the environment in terms of food miles, become so damaging to consumers' food budgets that demand will nosedive? Could this herald a general return to the locally produced food, so admired and advocated by many a contemporary chef, and with it a return to exclusively seasonally available fresh produce?

It was interesting to read recently that demand for organic box delivery was in free fall as consumers saw the termination of their weekly order as an

easy belt tightener in the current economic climate. This is a cost driven measure, but there is clearly a demand there. What would happen then if there were greater availability of similar, though not necessarily organic, produce?

One would assume that the greater the supply the less the cost, but also that only financial incentive would create the mass cultural shift required for customers to move from, say, a homogenised, conveniently packaged lettuce, to a soil and potentially bug filled version, requiring rather more effort before serving.

Currently, the majority of local seasonal produce is found in farmers markets and farm shops - sources only available to a few. Prices here are invariably the same or greater than imported supermarket products which, although largely due to the additional transport cost of the imported product being negated by economies of scale and lower labour costs than in the UK, still raises eyebrows and can act as a deterrent to purchase.

So with the price of local and imported product fairly similar and the 'added value' of supermarket pre-packs tipping the choice balance in the latter's favour, the other aspect of the purchase decision is the emotional one.

As customers become more and more environmentally aware, a nagging consciousness will no doubt emerge when the choice is offered between local and imported product, and we are likely

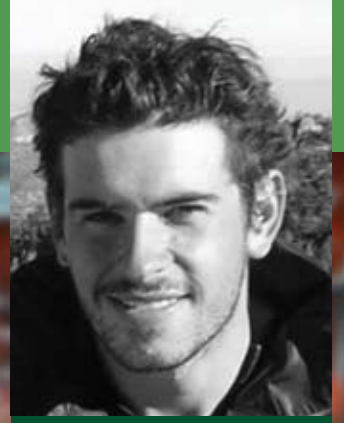
to see a creeping growth in demand for the former from the domestic customer. Whether this turns into a landslide, as the costs of imported and packaged goods increase, remains to be seen.

We are already seeing this in corporate foodservice where increasing numbers of client companies are demanding locally produced products, where possible, to support the sustainability statements of their CSR policies. Restaurants which have long been highlighting the provenance of their ingredients, are now turning their focus towards promoting local products on their menus, with some using it as their USP. Where Foodservice leads, the domestic consumer will invariably follow.

So taking Lord Major's vision a stage further, imagine a country with oil so scarce that it was too expensive to create packaging and local markets instead of supermarkets, where people would shop on a daily, rather than weekly, basis; a country where restaurants had to use exclusively local sources and most likely served a predominantly local clientele, due to the high cost of powered travel. Unlikely, one would have thought. But then in 1993 he did start "Fifty years from now..."

That's 2043...





Nick Cracknell

Packaging – is it all it's

Supermarket packaging is unsightly, unhealthy and unfriendly to the environment, but is it the lesser of two evils?

Whilst shopping in a well-known supermarket chain the other day it struck me how much packaging they use to wrap fresh items like fruit and vegetables.

Bananas poked uneasily from deep, green plastic cartons, aching to spring out and stretch back into shape. I almost had to will my arm to reach out and put them in the basket.

I freely admit I am a convenience shopper. It is something I am trying my very best to cut down on. But after a hard day in the office it's just too tempting to nip to the Co-op round the corner and pick up a pre-packed tub of broccoli or a vacuum-packed mackerel fillet, rather than drive two miles to the town centre to the fishmonger or greengrocer.

I console myself with an interesting statistic. Of the total energy used in the food chain, 50% is used in food production, 10% on transport to the shops and retailing, 10% to make the packaging, and the remaining 30% is used by shoppers to drive to the shops to get the food. By this rationale, am I actually cutting down on energy consumption by buying conveniently packaged food instead of driving much farther to avoid it?

One of course has then to weigh up the principles – by ploughing more money into convenience stores and supermarkets we are depriving independent suppliers of business. It seems we cannot win, unless we are lucky enough to live next to a reputable independent supplier.

My point is this. Supermarkets are here

to stay whether we like it or not. They are simply too convenient for the majority of the population not to use them. And packaging in the supply chain is a necessary evil in the global market. Consider the fact that eliminating packaging from fresh fruit and vegetables can actually lead to increased product waste. A study that compared apples sold loose with those in shrink wrapped trays of four showed that there was 27% more waste from orchard to home from the ones that were sold loose.

And tests run by Cucumber Growers' Association show that unwrapped cucumbers are unsaleable after three days, but by wrapping them in just 1.5 grams of plastic wrapping they can be kept fresh for 14 days. Effectively, if you're only buying



wrapped up to be?

cucumbers, going packaged means you save yourself around four trips to your greengrocer. Taking this into account, it's a wonder how I can look mine in the eye on the rare occasions I venture to see him. Another consolation, although it doesn't seem so when you are in the supermarket surrounded by row after row of packaging, the industry has been focussing on reducing material use for years. For example, one litre plastic detergent bottles are 58% lighter than now than they were 40 years ago, 400 gram metal food cans are 39% lighter and a 330ml steel drinks can has been reduced by 63% since 1950.

Foodservice is leading the way and making an example. Therefore suppliers are keen to show the progress they are making in

this area too. Ken Mulholland, packaging services manager for catering supplier, Brakes, set up The Packaging Forum, an "internal, cross-functional task force," to minimize the environmental impact of the company's packaging 18 months ago. "Small changes make big differences," says Ken, who has overseen the launch of 'the topless box,' which has reduced Brakes' cardboard output by up to 20%, by simply reducing the size of the top flaps of their cardboard boxes.

An important part of packaging's role is to make sure that the energy invested in producing goods and transporting them from farm or factory through the supply chain to the shops and your homes is not wasted. If products are damaged or spoiled as a result of inadequate packaging, all

the energy and materials invested in those products are lost.

There are of course those who will say that there is absolutely no excuse for convenience shopping in the city or in the country when there are perfectly good independent suppliers everywhere. The simple fact is that not everyone can afford to grow their own or buy organic toothpaste in the age of globalisation. Buying packaged food doesn't have to make you feel guilty. Almost 60% of used packaging was recycled in 2006, up from 27% in 1998. Whilst this is encouraging, it can still be better. So shouldn't we instead be rethinking our individual approach to recycling the packaging we do use?



Prime Meats flies the flag for British Meat

Rob McFarlane, meat and poultry director of Prime Meats, argues that it is important to support food accreditation initiatives such as Red Tractor...

Some of you may remember a BBC report earlier this year which revealed that foreign beef is being sold as British in some South West establishments.

It served to emphasise that it's becoming increasingly important to both caterers and consumers to see products that are ethically sourced and that carry trusted accreditations. Especially with the growing trend for awareness of green issues within the consumer domain.

Caterers sourcing and providing accredited products should be sure that they are marketing these labels to customers in an effective manner. By displaying these signs on blackboards and menus, caterers have a fantastic opportunity to highlight the quality of their foods. This can set them in better stead than that of local competitors with customers that are looking for that premium choice. It will also help to build customer trust and confidence.

The popularity of these initiatives continues to grow as consumer awareness created via the retail sector itself increases. There are many accreditations available that underline a caterer's commitment to quality.

The Red Tractor logo identifies food produced through an alliance of British farmers, processors, retailers and distributors working closely together to achieve the highest possible standards. Freedom Food is the RSPCA's welfare focused farm assurance and food labeling scheme, offering certification for farmers, hauliers, abattoirs, processors and packers and approving well-managed, free-range, organic and indoor farms. The Quality Meat Scotland Scheme (QMS) for Scotch Beef identifies fully farm assured meat. Recognised by the European Commission as having unique regional characteristics it has been awarded the Protected Geographical Indication status. This means that all beef carrying the mark is guaranteed to have been born, reared and slaughtered in Scotland.

All pork, bacon, sausages and ham which carries the British Meat Quality Pork mark comes from farmers that have committed to high standards of animal welfare, quality control and traceability. The production chain is independently audited to ensure compliance with these standards.

The Welsh Lamb logo offers a guarantee of consistent high quality through strict standards. Meat carrying the Welsh Lamb emblem is guaranteed to be born and reared in Wales. Welsh Lamb is farm assured, following a set of farm standards to ensure that lamb entering the food chain is reared with due consideration for welfare and husbandry.

For further information on any of these products, contact Brakes Customer Service on 0845 606 9090 or visit the website at www.brake.co.uk



Your Money or your... Accreditation

Food accreditation is everywhere now – but who is certifying the certifiers?

The phrase ‘uncertified organic’ is cropping up (apologies) more and more regularly, to describe product from farmers who follow organic practices but bluntly refuse, on either moral or fiscal grounds, to pay an organisation large sums of money to tell them and their customers what they already know.

Could it be argued that these certifying organisations, originally set up with the best will in the world to guide trainees in organic production and protect the naïve from agricultural con men, have reached the point where their attitudes have become more commercial than philanthropic?

The objective of these certifying organisations is surely to encourage the widespread uptake of organic production methods. To say, ‘you can only join the club if you write me a nice cheque,’ is surely counter productive.

Granted, there has to be some form of certification, but why can't it be done by DEFRA inspectors at the expense of the taxpayer – arguably a more beneficial use of taxpayers' money than some other ‘alternative’ causes – as opposed to one of a number of third party commercial enterprises, some of whom appear to create more and more hoops for producers to jump through in order to justify inflated fees?

It is not just in the organic arena that this unwelcome syndrome is raising its head. The last 10 years has seen an explosion in food industry accreditation and third party

inspectors to the extent that what started out as independent assessment of working practices has turned into an industry employing thousands. Legislation has been the fuel for this explosion and the costs of managing adherence to their standards has become a major cost to food industry operators in whatever sphere.

The problem with having third party organisations as inspectors is that the nature of profit making organisations is that they have to keep coming up with ‘new products’ in order to extract maximum revenue from their ‘clients.’ Stories prevail from another sector of the industry of certifiers dividing what for years had been a single accreditation survey into two or more parts, then charging the same fee for each part as they had previously done for one! If the operator wishes to maintain their accreditation, they have no alternative but to accept this.

Of an even more unhealthy aspect, there are other examples of certifiers selling their services to the customers of their clients, whereby they would oversee all process and due diligence of their suppliers, i.e. the certifier's original client! The certifier extracts a fee from both parties with the unpleasant implication that if the supplier wishes to keep its valued client, it has to toe the line as far as the certifier is concerned.

The word ‘racket’ springs to mind. Whereas the first instance is tantamount to blackmail, this is pure Al Capone, short of the bullets!



On the GREEN



Charles Miers

Caring for the environment can mean very different things to different people, says Charlie Miers

At one of the recent, gloriously over the top, industry awards ceremonies, I was confronted by a somewhat inebriated man, who turned out to be a journalist on a recognised trade magazine. Amongst other prejudices, he asked what I possibly cared about the environment. Quickly concluding that I was decidedly more sober than him and that his comment was intended to be rather more provocative than constructive, I decided to leave the debate until another day.

On my way home, I reflected on the comment and decided that my little friend had unintentionally made a very good point; albeit in a broader sense than he had intended. It was that the issue of care is particularly pertinent in our ecological relationship.

Care is an expoundable word and it needs to be qualified in this context. Do we actually care about the environment or are we all following because everyone else seems to care? Do we care for the environment like we care for our loved ones? Do we care because we are scared about possible effects of the irreversible

damage mankind may have done? Collectively, the answer is probably all of the above.

As individuals within the hospitality industry we have varying levels of care. We need to understand how much we care before we can move on to the bigger picture. We should try and establish a hospitality footprint, for the simple reason that we need to understand the impact that hospitality is having on the environment. Only then can we quantify how much people genuinely care overall, determined by how much they are doing to leverage their impact.

Judging by opinions we have heard and the response we have received on Foodservice Footprint, this does display a general movement of care. But what motivates people? What makes them care and is their care deep-rooted enough to make them want to do anything about it? Over the past year, we have been fortunate enough to talk to hundreds of companies about their green credentials. There are companies with clearly defined sustainability mandates and corporate social responsibility policies; there are

companies who aspire to these manifestos but are simply not sure how to go about them or simply do not have the resources to implement their ideas; and then there are companies to whom green credentials are simply not a priority.

My cynical reporter friend might argue that those with sophisticated green policies are motivated by marketing opportunities; that those who aspire to a green message are simply paying lip service; and that those companies to whom the environment is not a priority are corporate monsters, intent on destroying the planet.

The less cynical stance is that surely companies who are reinvesting their profits in green projects are noble indeed. Companies that aspire to have clearly defined sustainability mandates deserve all the support they can get and it clearly shows that things are going in the right direction. And businesses to whom environmental issues are not on the radar will get there eventually, for the simple reason that their customers will demand it. No business should be morally penalised by the cynics. We need to enlighten and encourage. There are commercial realities, which simply cannot be judged as environmental indifference and put down to the fact that people don't actually care. So there we are: WE CARE! But we all care to different extents. The emphasis of our care might be on different environmental themes. Within the industry we might disagree on issues. But we cannot deny that there is a movement and a general feeling that foodservice does have a responsibility to the environment. I don't want to stop drinking bottled water from Italy. I don't want to give up my petrol car. I don't want to give up eating watercress in the winter. But what I do want is for all of us to be aware of what we are prepared to do and what we can do within the realms of possibility to show that we care, in order to translate this into action.

Let's hope this answers the gentleman's question!





Peter Backman

Peter Backman, Managing Director of foodservice consultants Horizons, says we must commit to sustainability sooner than we think...

Will sustainability survive the slump?

While the issue of sustainability is likely to grow in significance for the hospitality sector over the next 10 years, it is currently further down the 'to do' list for UK businesses than most environmentalists, lobby groups, and indeed the government would want. And, given the economic climate, that's not likely to change significantly.

We have now reached a time when everyone needs to start considering sustainability - ensuring our actions have less impact on ecological systems and the depleting reserves of fossil fuels.

Despite the fact that other nations such as China and India contribute to the problem without apparently trying to solve it, the UK is seemingly beginning to develop a global conscience.

But it is taking time.

The government's aim to reduce carbon emissions has so far failed - emissions are 2.2% higher than they were in 1997 and traffic on the road continues to rise. Environmentalists and lobby groups are now hoping that the government's recent Climate Change Bill will go some way towards improving the UK's record and put Britain on the path towards becoming a low-carbon economy, with the legally binding targets that this new legislation contains.

Broadly, a business is considered sustainable if it has adapted its practices to make better use of renewable resources and holds itself accountable for the environmental and human rights impacts of

its activities. Many of the larger hospitality operators are beginning to incorporate sustainability into their corporate culture. And with good advice available through various trade organisations, smaller hospitality businesses are also showing a willingness to adopt greener principles by reducing their carbon footprint, buying local food when possible, improving their energy efficiency and recycling their waste.

Admittedly it has not been purely altruistic principles that have been behind this. Often it is the desire to keep up with competitors, as well as pressure from shareholders or financial backers and, to a lesser extent, customers. It escapes no one's notice that being environmentally aware makes good PR sense too. But the most compelling pressure to incorporate sustainability comes from the fact that it makes financial sense to become more energy efficient and produce less waste. Waste disposal, gas and electricity prices have risen so steeply that installing a unit that can generate your own power could pay for itself in as little as five years. Something as simple as installing energy efficient light bulbs that last five times as long as conventional ones not only saves money, but saves staff time in replacing them.

Only time will tell whether environmental concerns are merely a passing fad or whether they are here to stay. Corporate social responsibility was once the buzz phrase for large companies, now that has fallen by the wayside - will sustainability go the same way? Certainly many companies

are making great strides with short-term simple changes - insulation, energy efficient kitchen equipment, cutting down on paper usage, buying locally. But it's the long-term investments that are likely to be shelved during a period of economic uncertainty.

But if we don't pay attention to sustainability, the world will change irrevocably. We are already facing a situation where global warming and melting ice sheets are becoming a reality. It is an alarming thought that if developing countries start to use the same level of resources as the US it will take six planet Earths to supply their needs. Clearly this is not sustainable.

In a UK economy arguably on the brink of recession with operators suffering the triple whammy of a slowdown in consumer spending, high food inflation and increasing energy bills, incorporating sustainable practice may not be top of the agenda. But operators must take a long-term view. The economy will improve and margins will return to more healthy levels, but the issue of sustainability will not go away.

While the initial outlay for installing sustainable operations can be high - there is a pay back. It is those companies that have continued to invest in sustainability that will be well placed when the market does recover.

A long-term view must be taken - not only for the benefit of businesses, but for the global environment too.

The Full Package



How family-run catering business Reynolds is adapting to meet European green standards

Some companies are bending over backwards to make sure that their green credentials meet the exacting requirements of new British and European environmental standards. Nowhere is this more clear than family-run catering business Reynolds, which has grown from a market fruit stall into one of the UK's leading independent distributors of fresh and chilled produce to the foodservice market.

The Reynolds family has been supplying fresh produce for over sixty years, since patriarch William Reynolds set up a fruit and veg stall at Ridley Road Market in Hackney. Since then the family, including chairman David Reynolds and his son and managing director Tony, have grown the business from supplying restaurants in London to eventually relocating to a newly developed site at the New Spitalfields

Market in Leyton in 1993, and finally opening a new national distribution facility at Waltham Cross in September 2005. Since the move to the new facilities there has been an increased awareness of environmental issues within the company, taking into account customer demands for sustainability. Reynolds secured funding through the International Tourism Partnership with consultancy support from White Young Green Environmental Ltd, to introduce an environmental management system to meet the requirements of the new British Standard BS8555. This standard aims to achieve European Standard ISO 14001, aimed at helping organizations minimize how their operations negatively affect the environment, through six certified phases. Reynolds has already achieved the first five and expects to complete the final phase and audit within the next 12 months.

Packaging

As Reynolds implemented the standard a number of assessments were completed on site, including a Carbon Trust survey, which led to a number of environmental initiatives. These included increasing staff awareness on environmental issues and identifying areas of improvement within the company through energy and material usage.

One of the areas where a real impact has been made is the reduction of cardboard packaging. Cardboard boxes are used both for transporting goods coming into the company (e.g. oranges) and also for distributing to customers. Reynolds has introduced a stepped approach to make improvements in this area; firstly by investigating a reduction in supplier packaging, and where this is not possible, cardboard recycling.

As the next challenge, a returnable crate scheme has also been implemented and has reduced the impact on natural resources by eliminating the need for cardboard packaging in the first place. These crates are washed using state of the art equipment designed to ensure the most efficient and environmentally friendly system.



Through these initiatives a number of environmental achievements have been made. Reynolds has recycled over 550 tonnes of cardboard in the past year, which has in turn conserved an estimated 9,350 trees and four million gallons of water. Through the plastic crate scheme over one million less cardboard boxes have been sent to customers over the same period, which has saved 500 tonnes of cardboard, and 500 individual accounts have now changed over to crates, meaning less refuse collection at a cost to the customer. Only 30 crates were deemed beyond economical repair last year, and these were subsequently returned to the supplier for recycling.

Vehicles

The implementation of the British Standard has ensured a structured approach to identifying the many daunting areas that should be covered by an environmental management system. The motivation and enthusiasm seen through this process has led to a number of other issues being tackled, including a complete re-assessment of the company's 165 vehicles.

Through driver training and the use of

biofuels across the fleet, Reynolds is targeting at least a 10% reduction in carbon emissions (equivalent to 5,200 tonnes of carbon dioxide) over the next year. The company has invested in further resources such as Paragon, a computer program that analyses more efficient routing. This has been tied into fuel usage monitoring and driver education, and Smartdrive cameras within the cabs are also being used to work with drivers on driving style, allowing feedback to be given on areas of improvement. The purchasing strategy for new vehicles includes using only Euro 5 vehicles in which fridges would have direct drive units, thus removing the need for diesel dependant fridges.

Sense of achievement

"These collective initiatives have given Reynolds a real sense of achievement, along with the knowledge that there is a positive impact on the environment," says Tony. "It is true that there is still much which can be completed, and that there are still many challenges to be tackled, but Reynolds are proud of the progress so far in the proactive and continuously improving system in place."



How Sodexo has adapted the established model of corporate responsibility



As a leading food and facilities management provider, Sodexo employs 43,000 people and manages operations at over 2,300 sites in the UK and Ireland, from large corporations and government agencies to schools, hospitals, the MoD and large high profile events.

Sodexo has taken the established model of corporate responsibility and made it their own as 'corporate citizenship'. It is a fundamental part of Sodexo's everyday business practice and forms the basis of how the company operates.

Corporate citizenship manager Thomas Jelley says: "Our approach is to provide stakeholders with an insight into how we act as a responsible company - managing our social, environmental and economic impacts within our UK and Ireland operations."

Explaining why Sodexo has changed from 'corporate responsibility' to 'corporate citizenship', Thomas continues: "It is our belief that a business environment where decisions are based on strong values, ethical principles and an understanding of all risks and opportunities, is how every relationship should be founded. It is this approach which helps us ensure

that Sodexo rises to the challenges as a responsible corporate citizen."

Sodexo has reported on its activities since 2005, with its annual corporate citizenship report outlining objectives, timescales and actions across key issues such as supply chains, diversity, health and well-being, community investment and the environment.

External recognition is a valued way of benchmarking Sodexo's performance, and earlier this year Sodexo was named one of Business In The Community's (BITC) Top 100 'Companies That Count' for the third year running. The list comprises the top performing companies from BITC's Corporate Responsibility (CR) Index, the UK's leading benchmark for responsible business practice.

Published as a supplement in The Sunday Times, the list presents the organisations that achieved the 100 highest scores in BITC's CR Index following an assessment of their management practices in four key areas: environment, community, marketplace and workplace.

Sodexo performed highly across all four areas to achieve an overall silver rank score of 83.5%; almost a 10% improvement on its inaugural 2005 result.

Sustainable procurement

As a large scale purchaser Sodexo is committed to the principles of sustainable procurement, while recognising that there is a balance to be struck between meeting the needs of its own business, adhering to government legislation and meeting the needs of others.

Thomas says: "With the increasing interest in the origin and traceability of food and environmental conservation, we substantially strengthened our sustainable procurement strategy including the creation of a new role entirely dedicated to sustainable procurement."

Tamsin Gane was appointed for the role and has responsibility for reducing Sodexo's contribution to climate change, providing customers with nutritious and responsibly sourced food, and encouraging the use of fresh, seasonal produce to help reduce food miles and emissions from long-term refrigerated storage.

As part of its strategy, Sodexo's logistics team is working with primary distributors to simplify and strengthen the supply chain, reviewing how food can be delivered to sites more efficiently. Through consolidation between January and December 2007 the number of deliveries to Sodexo sites was



reduced by over 100,000, saving over 360,000 road miles and 400 tonnes of CO2 compared with the previous year. Thomas adds: "One way we have managed to achieve this reduction is with the help of our major logistics partner, the Brakes Group, which shares our commitment to reducing environmental impacts attributable to delivery food miles. Through the introduction of a minimum order requirement with Brakes, we have managed to discourage 'little and often' delivery patterns resulting in fewer deliveries complemented by sophisticated route planning software to reduce distances travelled."

Environmental impact

Sodexo's approach is to keep environmental management simple but effective, and to implement procedures that deliver tangible results to enable the effects of actions to be measured and the benefits quantified. This simple approach includes defined roles and responsibilities for environmental management, performance monitoring, training and communication, auditing and benchmarking.

A dedicated environmental manager was appointed in 2007, closely followed by the

formation of an environmental forum. The forum brings together environmental health and safety professionals from Sodexo's business segments who conduct regular environmental auditing as part of their role. During 2007, Sodexo focused on establishing an accurate view of its position through the collection of robust data to accurately measure progress towards reducing its environmental footprint. A significant challenge for Sodexo is effectively managing and reducing the environmental impacts of such a diverse business which operates at 2,300 sites varying from hospitals to large sporting events, universities and global headquarters. Many of its sites already have good environmental practices in place and Sodexo's challenge is to use these to ensure consistent performance. Thomas says: "Following the appointment of Paul Bracegirdle as environmental manager we now have a three year environmental strategy and improvement programme in place, setting out our key objectives to be achieved by 2010."

Sodexo's strategic objectives are:

- To implement a formal environmental management system

- To ensure continuous improvement in environmental performance year on year
- To inspire employee action
- To integrate environmental considerations into all decision-making processes
- To make business segments responsible for their environmental impacts
- To demonstrate long term environmental cost savings

Environmental management and sustainable procurement are just two areas Sodexo includes within its corporate citizenship approach.

Thomas concludes: "At Sodexo, corporate citizenship is our contribution to sustainable development. For this we have received a number of recognitions which help us benchmark our performance. For example, in addition to being named a Top 100 company in the BITC CR Index, Sodexo Group is a sector leader in the Dow Jones Sustainability Index." Sodexo's corporate citizenship approach encompasses much more than the elements covered here, and its third corporate citizenship report is testament to the breadth and depth of its commitment.

Sustainability - MSC and Fish & Kids

brakes
fresh ideas

In March 2003, Brakes and specialist business M&J Seafood became the first foodservice suppliers to carry products certified by the Marine Stewardship Council (MSC) - specifically accredited to suppliers who meet the MSC standard for sustainable and well managed fisheries. The sustainability of fish stocks is a serious issue for the Brakes Group, so it is vital that customers are provided with choice and the assurance that the fish Brakes supplies is sourced in a responsible manner.

Brakes strives to be an industry leader and is committed to educating and changing customer and consumer attitudes.

Through launching landmark products and supporting pioneering initiatives, Brakes believes it is making a difference to people's attitude to the environment. As part of its ongoing commitment, one such scheme to gain its support has been the MSC's Fish & Kids.

Fish & Kids aims to educate the next generation of consumers about the risks of over-fishing and encourage school caterers to offer sustainable fish bearing the MSC's independent seafood eco-label. Targeting children and increasing both their



knowledge and understanding as well as introducing them to new species of fish will ensure future consumers will make an informed decision around sustainability and may even educate their own parents on this subject.

The programme features a free and fun education pack and website that explores the threats facing the oceans and engage children in activities and games to save the seas before time runs out. The project has already seen Brakes triple its range of sustainable fish options available to school caterers. All of Brakes' products with the MSC eco-label meet the government's new school nutritional requirements. They will

not only make school dinners healthier but will help secure our fish stocks.

In partnership with DEFRA and the MSC, Brakes has assisted in enabling over 3000 primary schools to join the initiative which includes providing educational materials and support around dwindling fish stocks, fish species and the environment that meets all relevant national curriculum specifications.

Barry Gurteen, trade sector director at Brakes, said: "The popularity of the 'Fish and Kids' project and its success in educating young people to look at a sustainable choice and eat healthily has been fantastic. To think in the two years

since the pilot at Surrey schools, we now have the potential to reach over 1 million children with a sustainable fish option at lunch really underlines its success. Our commitment continues and we are still talking to many local authorities with regards to joining the project and reaping the benefits it brings.”

As the UK's largest supplier of food to schools, Brakes has a wide range of products from salmon fishfingers to simple hoki fillets, enabling schools to offer pupils a sustainable fish choice at lunchtime. Education authorities who are part of 'fish and kids' include; Cardiff and Vale of Glamorgan (first local authorities) in Wales. Surrey Schools, Tower Hamlets, Liverpool, Herts, Birmingham and Clackmannanshire are also benefiting from eco-friendly

lunches with fish certified by the MSC and supplied by Brakes.

Sue Eakers, DSU group manager for Schools and Lifelong Learning, says: “Cardiff, along with the Vale of Glamorgan, was the first authority in Wales to provide MSC certified fish on the school menu and I am thrilled that our authority is taking its first steps in this way. It is important that from a young age there is an understanding about where food comes from and how it is produced. This scheme will in turn encourage many to become responsible consumers in later life.”

In 2007 Brakes sold over 500,000 kgs of fish sourced from sustainable fisheries and certified by the MSC. With nearly 30 MSC accredited products, Brakes offers the largest range of sustainable fish products

in foodservice. Suitable for all industry sectors including pubs, restaurants and hotels, one of the greatest inroads has been within the education sector and creating awareness of the issues surrounding over fishing to impressionable minds.

Brakes is currently the only foodservice supplier able to extend its 'Chain of Custody' or traceability standard, to its public sector clients - essential in order to highlight sustainable fish using the eco-label.

For further information on any of these products, please contact Brakes Customer Service on 0845 606 9090. Alternatively, visit the website at www.brake.co.uk.



Pret A Manger - Fighting food waste



UK-based Pret A Manger (French for 'Ready To Eat') sells handmade sandwiches and snacks throughout its chain of over 180 stores.

Since its inception in 1986 food waste has been a primary concern of the business. As all food is prepared fresh on site at each store location the idea of throwing away unused stock at the end of the day has always been anathema to the company.

With this in mind the company has focussed on ways to use the food left on the shelf at the close of business each day, which led to their earliest community-based work distributing leftover food to homeless charities in London.

★ Through the development of its 'Pret Charity Run' the company now achieves food waste of just 2.8%, which compared to the UK average of around 30% is exceptionally good.

★ Nicky Fisher, Pret's sustainability manager, says: "One of the key issues has been developing the right relationships with the charities and

ensuring the food goes where it is actually needed. In the early days it was sometimes hard to make the right connections but now we have extensive relationships and these are co-ordinated centrally through a database of charities."

★ The process of redistributing the food is funded by the Pret Foundation Trust and carried out by a fleet of electric delivery vehicles in London.

★ The major cost is in running the vehicles which accounts for over £200,000 a year. While this is a fairly substantial cost a decision was taken at the management level that this was a key priority and funding was found by taking 10p from the sale of best-selling products such as the Pret tuna baguette. The price of the baguette was not increased to compensate for this; instead the cost comes straight out of the profit margin.

★ The Pret shops that are not serviced by the Pret Charity Run vans are linked up with local homeless charities that collect the in-sold food directly at the close of

each day. Pret employs a Charitable Donations Coordinator whose sole job it is to link charities up with free food. Every opportunity is taken not to throw away perfectly good food at the end of each day.

★ Pret employees are also encouraged to take unsold food home at the end of the day – it's seen as one of the perks of being on the closing shift.

★ Pret donates 1.7 million food items to the homeless across the UK every year.

★ The 5 electric vans in London (The Pret Charity Run) collect and deliver over 12,000 food items to homeless hostels and drop in centres every week.

★ These vans run 7 days a week and deliver to 20 hostels/drop in centres in London alone.

★ By donating this unsold food to charity Pret diverts up to 250 tonnes of food from landfill every year.



The Green Paper 2008



go green with Gram

The foodservice industry is becoming increasingly conscious of the negative impact our lifestyle has on the environment. With green issues high on everyone's agenda, it becomes the responsibility of manufacturers to take the first step in helping reduce this effect and to contribute to a greener future.

Gram, the UK's leading supplier of environmentally friendly refrigeration equipment, as seen on the Energy Technology List (ETL), has made adopting green practices a priority. Wanting to gain an insight into the opinions of UK foodservice operators on the needs and requirements to be more environmentally responsible Gram commissioned independent research to be carried out within the industry.

The first of its kind to be conducted, The Gram Green Paper offers insight and statistical information on a range of areas such as operator's interpretation of what green means to their business, as well as demonstrating personal green initiatives currently in place. It also highlights perceptions on cost/saving implications as well as which sectors could be doing more to ensure foodservice is an environmentally responsible industry.

Quantitative telephone interviews were carried out by an independent research consultancy on almost 700 UK foodservice operators. A list of questions was specially selected in order to provide the industry with the necessary information to reflect on how we can reduce our environmental impact. The report offers a breakdown of

the six foodservice sectors – education, hotels, pubs, restaurants, workplaces and healthcare, showing which sectors are up to speed with implementing green initiatives and which should be focusing on being more environmentally responsible.

Q1

The percentage by channel of respondents that perceived their catering business to be 'green' was over 50% across the total sample.

Q2

Nearly three-quarters of the total sample want to be greener – 83% among the healthcare and education channels.

Q3

When asked what their perception on whether it is easy or difficult to be green at work, just over half (56%) of the total sample think it is easy. The workplaces (66%) and healthcare (62%) channels found it the easiest to be green at work. Hotels found it most difficult with only 46% saying it was easy.

Q4

A simple view of being green

Three-quarters of the total sample are ready to claim that they are doing something

- 96% of pubs who claim to be green cited recycling as the most important green action
- 95% of restaurants
- 91% of workplaces and educational establishments
- 84% of Hotels
- 76 % of healthcare
- Given the very high total citing recycling as an important green action being undertaken, it is possible that the majority of operators are not setting their sights very high - not moving beyond the easiest options

Other responses included comments such as “low energy light bulbs” and “cut down on energy use” (but still only limited numbers undertaking these)

- 10 mentions by hotels
- 4 by restaurants
- 8 by pubs
- 3 by workplace
- 7 by healthcare
- 3 by education

Q5

Respondents were asked to rank six actions in order of how easy they were to achieve in their business with the results shown in Fig. 1 overleaf.

Q6

The least impactful green action to pursue in terms of time and cost was seen as recycling/packaging

Q7

73% of respondents felt that buying new low energy equipment like fridges will save them money in the future.

Q8

When asked if they thought they could afford (in monetary terms) to be as green as they would like over half felt that this was true.

- The education channel was least likely to say they could afford it (32%)
- Interestingly there was a high percentage of respondents who felt they could not give an answer either way – 16%



The feeling that being green is affordable can work two ways, it can mean that pushing more green initiatives will be met positively or it means there is a feeling of “job done already”

Healthcare has the best combination:

- 83% of respondents wanted to be greener
- 62% felt it was easy rather than difficult and 59% felt they could afford to

Q9

Three quarters (75%) of businesses interviewed were not aware of any of the Government tax breaks that are on offer to help them to be greener.

The healthcare (25%) workplace (24%) and restaurant channels (23%) were best informed

Pubs were the least informed with only 14% claiming to know

Q10

A quarter (27%) of the channel claimed to know that there was specific Government legislation but almost two-thirds were unaware.

Ranking for agreement on saving £ long-term	Action Undertaken	Percentage agreeing to saving being made
1st	Buying new low energy equipment like fridges	73
2nd	Choosing greener utilities like electricity	40
3rd	Getting single or consolidated rather than many, multiple deliveries across the week	36
4th	Local sourcing - fewer food miles	30
5th	Recycling packaging	27
6th	Recycling of food waste	20

Fig. 1

Q11

Of the total respondents interviewed over 55% felt that there were barriers hindering the ability of their business to become greener, with cost most commonly mentioned.

Q12

When asked if they would be willing to pay a small increase on costs to become greener, 32% stated that their establishment would be unwilling to pay more and just over a quarter (28%) were willing.

Q13

Operators were asked whether they felt they would be able to pass these costs onto their customers and a third of the total sample felt that they could.

Q14

Over half (52%) claim to have introduced some green initiative personally with recycling being the most widely implemented at over 50%.

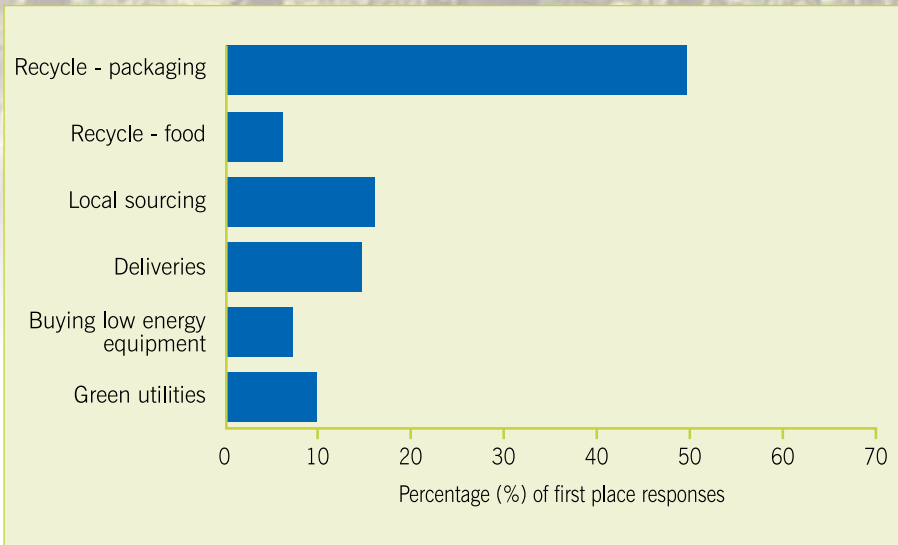


Fig. 2

Q15

Finally respondents were asked which statement was most fitting as a key driver in them adopting a greener policy.

- a) We'd save money long term
- b) I'd feel good about it
- c) It would be a combination of feeling good and saving money
- d) It is mostly about the fact that it is essential for the environment
- e) Don't know

Out of the statements above, feeling good and saving money is a strong combination.

- Over half the sample agreed with this statement suggesting a touch of emotional well-being as well as rational cash saving was motivational
- Over a third of the total sample had an environmentally driven approach choosing "the fact that it is essential for the environment"
- The restaurant and education channels were the most focused on being green, 48% and 44% respectively agreeing with the "essential for the environment" statement

Still a long way to go...our conclusion

The findings of The Gram Green Paper 2008 demonstrate great awareness of the need to adopt a green policy with a positive interest to become 'greener'. However, it is evident that some channels could be doing more. There is a lack of understanding of the commercial benefits to a business, as well as a need for education on the various initiatives that can easily be implemented to ensure a more environmentally responsible future for the industry.

A strong desire to be a greener industry needs to be converted into action by promoting a wider range of green initiatives. With environmental issues being dominated in the eyes of the sector by recycling, there is a compelling argument that as an industry there is a lot to be done and the benchmark needs to be raised. The perceptions that 'the job is done' must be dispelled and individual educated as well as company policy influenced.

To download The Green Paper 2008, visit Gram at: www.gram-commercial.com

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Tel: **01322 616900** Email: **info@gramuk.co.uk**
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brakes
fresh ideas



Waste not want not...

Nobody likes to see good food uneaten, yet it is estimated that 6.7 million tonnes of food are thrown away every year in the UK alone. In fact it is thought around a third of all food grown in Britain is discarded.*

It always saddens us to see food being wasted, so we have teamed up with FareShare to give them any surplus food we may have. FareShare

is a national charity whose aim is to relieve food poverty by supplying this food to disadvantaged and vulnerable people throughout the UK.

We are pleased to help make a difference to the projects FareShare run and are delighted that by doing so we are also reducing our effect on the environment by preventing perfectly good food from going to landfill.

Customer Service 0845 606 9090

www.brake.co.uk

*WRAP research: The food we waste carried out July 2008.

