

# FOODSERVICE

Environmental issues in the food industry  
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# FOOTPRINT



## 'OH LORD'

Lord Carter of Coles discusses EU Agriculture and Climate Change White Paper

## BEYOND THE LABEL: RAINFOREST ALLIANCE AND FAIRTRADE

The same, just different

## FOODSERVICE HAILS FOOTPRINT FORUM

Collaboration is key say industry execs

## NAY, PALM

Whatever happened to Palm Oil?

The Potato: The backbone of foodservice

Made in Britain: Brakes and the NFU join forces to promote British sourcing

Unsustainable Expectations An equipment distributor and a manufacturer give their views

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## Dear Reader



Nick Cracknell

This, for us, is a special issue of Foodservice Footprint. It is our 2nd Anniversary Issue and whilst we still regard ourselves as in our infancy, it is hugely rewarding to see the strides we as an industry have taken in the last two years on the road to sustainability.

3 years ago when we started researching the viability of a 'project' that would become the 'go to' place for the foodservice industry on sustainable issues, we didn't know whether the industry was ready to debate these issues on a serious level or indeed whether there would be enough activity to substantively report on. Our worries were unfounded. The editorial team has been swamped from the word go as it becomes more clear, daily, that sustainability is rapidly becoming the industry's number 1 priority.

It is understandable for a cynical eyebrow to be raised at the more extreme claims of certain high profile climate bodies, however, the issue of sustainability is not going away and should be front of mind more than ever as our knowledge evolves.

Even after three years working on the subject of sustainability and after two years of editing Foodservice Footprint the books remain open for the best definition of the term 'sustainability'. We have all been exposed to dozens of definitions – some sound and some fairly wacky. However, I feel a recent lecture by Dr Daniel Pauley of the University of British Columbia laid bare the argument in the most beautifully simplistic terms. He argued that the definition of sustainability should be 'something that we could carry on doing forever' without being detrimental to natural resource. He reasoned that we have been living off the Earth's capital and not Earth's interest for too long.

To my mind, this has got to be the best definition to date, but I hope there are many more to come!

It appears that broadcasting information in simplistic, bite sized, digestible chunks and challenging debate on this pressing issue is starting to pay dividends. One might argue that we are starting to see a higher standard of knowledge emerge as a result of this - a platform from which we can tackle environmental issues and matters of sustainability with ever growing confidence and knowledge in future years.



**Happy Birthday Foodservice Footprint!**

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## EVENTS

**Footprint Forum:** The next Footprint Forum is on 27th May hosted by Pret A Manger. **'Foodservice; the throwaway industry'** will focus on packaging. For further information please contact [events@footprint-forum.com](mailto:events@footprint-forum.com)

## Contacts

<b>Editor</b>	Nick Cracknell	<a href="mailto:nick@foodservicefootprint.com">nick@foodservicefootprint.com</a>
<b>News Editor</b>	David Harris	<a href="mailto:david@foodservicefootprint.com">david@foodservicefootprint.com</a>
<b>Staff Writer/Reporter</b>	Kathy Bowry	<a href="mailto:kathy@foodservicefootprint.com">kathy@foodservicefootprint.com</a>
<b>Staff Writer/Reporter</b>	Emiliana Silvestri	<a href="mailto:editorial@foodservicefootprint.com">editorial@foodservicefootprint.com</a>
<b>Art Direction</b>	Trevor Marshall	<a href="mailto:trevor@foodservicefootprint.com">trevor@foodservicefootprint.com</a>
<b>Web Design</b>	Sal Tavkar	<a href="mailto:tavkar@gmail.com">tavkar@gmail.com</a>
<b>Photography</b>	Emma Hamilton	
<b>Financial Controller</b>	Eve Mahler	<a href="mailto:eve@footprintmedia.org">eve@footprintmedia.org</a>
<b>CEO</b>	Nick Fenwicke-Clennell	<a href="mailto:nick@foodservicefootprint.com">nick@foodservicefootprint.com</a>
<b>Group Publisher</b>	Charles Miers	<a href="mailto:charlie@foodservicefootprint.com">charlie@foodservicefootprint.com</a>
<b>Footprint Europe</b>	Patric Bauer	<a href="mailto:patric@foodservicefootprint.com">patric@foodservicefootprint.com</a>
<b>News</b>	<a href="mailto:news@foodservicefootprint.com">news@foodservicefootprint.com</a>	
<b>Advertising</b>	<a href="mailto:advertising@foodservicefootprint.com">advertising@foodservicefootprint.com</a>	
<b>Accounts</b>	<a href="mailto:accounts@foodservicefootprint.com">accounts@foodservicefootprint.com</a>	

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# LONDON 2012

The Commission for a Sustainable London 2012, the independent body established to assure and monitor the sustainability of the London 2012 Games, has published its review of food and catering across the London 2012 programme. 'On your marks, get set, grow', praises the work done by London 2012 in linking food and sustainability.



The Commission has identified a number of positive food achievements such as the London Organising Committee of the Olympic and Paralympic Games' (LOCOG) Food Vision, which sets out plans to provide healthy, affordable and sustainable food during the Games and to celebrate of the diversity of British cuisine through on-site catering. The Olympic Delivery Authority (ODA) is also commended for improving catering standards for the Olympic construction and infrastructure workers, including the promotion of seasonal fruit and vegetables, Fairtrade products and meat from welfare-conscious sources.

The Commission recommends exploring greater opportunities for growing food on the Olympic Park after the Games end. The OPLC should follow the example set by the Athletes Village by implementing a food strategy that would enable the Park to be 'retrofitted' for food-growing, making it easy for residents and businesses to access healthy and sustainable food.

Shaun McCarthy, Chair of the Commission, said: "During the London Games, around 14 million meals will be served. The challenge is not just one of scale. We must foster a culture of food that embeds sustainable practices into every link of the supply chain, thinking about health, employment and welfare, not just whether food is 'green'."

As an International Olympic Committee sponsor, McDonalds will provide around 20% of Games-time meals for the general public in the Olympic Park. Coca Cola and Cadbury, as sponsors, will also have a major presence at the London 2012 venues. All three companies have made considerable efforts to reduce the social and environmental impacts of their products and all three have also signed up to the LOCOG Food Vision.

## Minister announces new waste strategy

Environment Secretary Hilary Benn last month (18 March) set out the Government's plans to sort more waste, save resources and cut greenhouse gas emissions. A visit to Bywaters Materials Recovery facility in Bow, East London, where a mixture of co-mingled and separate material is processed, offered the perfect opportunity for the Minister to set out the economic benefits of reducing waste to landfill.

The joint Defra and Welsh Assembly Government publication 'Consultation on the Introduction of Restrictions on the Landfilling of Certain Wastes' considers the case for restricting sending the following types of waste to landfill: paper and card; food; textiles; metals; wood; garden

waste; glass; plastics; and electrical and electronic equipment.

Benn said: "I want to make it easier for us all to do the right thing and I am making it very clear today that any obligation to sort waste would fall primarily on the waste collection authority and on businesses."



Hilary Benn at the Bywaters plant



L-R: John S Glover, Managing Director  
Hilary Benn, Helen Glover, Director  
David Rumble, Strategic Development Manager

Photos courtesy of Bywaters Recycling and Waste Management



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## FOOD SECURITY PARAMOUNT FOR UK

**Ensuring food** security is just as important to Britain's future as energy supply, Secretary of State for Environment, Food and Rural Affairs Hilary Benn told delegates at the Oxford Farming Conference as he unveiled the Government's food strategy, Food 2030. Recognising that farming and food businesses contribute more than £80 billion to the economy and represent the UK's largest manufacturing sector, employing 3.6 million people, Food 2030 sets out the challenges facing Britain in maintaining a secure food supply at a time of rapid population growth and climate

change following the big price increases seen in 2008 following droughts and the rise in the price of oil.

"We know we are at one of those moments in our history where the future of our economy, our environment, and our society will be shaped by the choices we make now." Benn said that people power can help bring about a revolution in the way food is produced and sold, and that food businesses would follow consumer demand for food that is local, healthy and has been produced with a smaller environmental footprint."

## Joint initiative plugs in to cut emissions

**A joint** venture between foodservice operators Bunzl Catering Supplies and Sodexo sees the launch of the CO2 emissions-free and noise-free vehicle as part of continued sustainable distribution initiatives developed by the two businesses

The 7.5 tonne light-goods vehicle, which made its first official delivery on 1 March, has a range of up to 130 miles and a top speed of around 50mph. Drivers will be

able to 'refuel' by recharging the vehicle at any standard three-phase socket. A day's usage will cost 10 per cent of the cost of fuel used by a conventional vehicle covering the same distance.

The vehicle was officially launched by Jim Haywood, Director of Environment Impact at Business in the Community (BITC), alongside Michelle Hanson, Commercial Director Sodexo UK and Ireland, and Max Harris, Operations and Regional Sales

Director at Bunzl Catering Supplies. Both Sodexo and Bunzl are members of the BITC's Mayday Network on Climate Change, the UK's largest coalition of businesses that have committed to take action on climate change.



## Envirowise bows out to WRAP

**From 1 April**, WRAP will be the single point of contact for businesses, local authorities and consumers, providing a single source of expertise for material resource efficiency guidance and support. This follows Defra's decision to ask WRAP to lead on the development of a single body in this area of work last year. The changes are designed to make it simpler, quicker and easier for people to get what they need, while offering better value to the taxpayer through the avoidance of duplication. The project is forecast to produce an ongoing reduction in programme costs of £5.2 million from 2010/11 and offers the same level of service.

The Envirowise helpline and website will continue to operate until June 2010, but since 1 April interested parties have been able to visit the WRAP website [www.wrap.org.uk](http://www.wrap.org.uk) to access information on material resource efficiency. Advice and support is also available via the WRAP resource efficiency helpline on 0808 100 2040.

## Bio-energy boost by Carbon Trust

**The Carbon Trust** has created a consortium of British businesses led by Axion Energy to pioneer the development of a world-class, commercially viable process to turn municipal and wood waste into transport biofuel. The consortium will work on the enhancement of a process called pyrolysis to process waste biomass to produce a greener and cheaper alternative to existing biofuels at mass scale, to blend with fossil fuels.



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# CLIMATE SCEPTICISM PUTS CORPORATE CARBON REDUCTION EFFORTS AT RISK

**Climate scepticism** corporate carbon reduction efforts put at risk

The past year has seen an upsurge in public scepticism about climate change, says a new report, following the perceived failures of December's Copenhagen summit and rising concerns about the accuracy of climate science. This is one of several factors that has stalled corporate progress on carbon reduction over the past year, as highlighted in 'After Copenhagen: Business and climate change', the latest in an annual sustainability research series

from the Economist Intelligence Unit. The report was sponsored by the Carbon Trust, Hitachi and IBM, with supporting sponsorship from IE.

The report shows that the rise in scepticism is strongly echoed in the business world. More than one-half (52 per cent) of executives agree that conflicting evidence on climate change means the jury is still out on how serious this issue is. Just 31 per cent disagree. "There's essentially a divide in the marketplace," says James Watson,

the editor of the report. "One group of companies is actively moving further along the carbon journey we outlined, while another group is unsure whether this should be a key focus. This rise in scepticism means a tougher sell when trying to make the case for environmental projects within a business."

- 'After Copenhagen: Business and climate change' is available free of charge at: [www.eiu.com/sponsor/aftercopenhagen](http://www.eiu.com/sponsor/aftercopenhagen)

## Food eats up 30 per cent of UK carbon footprint

**The food** we eat accounts for 30 per cent of the UK's carbon footprint, according to a new report published by WWF-UK and the Food Climate Research Network (FCRN). Previous estimates put the figure closer to 20 per cent but this study is the first to incorporate land use change overseas, increasing the estimate of emissions attributed to food consumption in this country from 152 million tonnes CO<sub>2</sub> to 253 million tonnes CO<sub>2</sub>.

Given the extent of food consumption on the UK's overall emissions, WWF-UK and the FCRN are calling for a radical change to the country's food system to help stop deforestation and reduce the scale of emissions from the food chain.

The new report – 'How Low Can We Go: an assessment of greenhouse gas emissions from the UK food system

and the scope for reduction by 2050' – assessed various scenarios that explored what these changes might look like. Both technological and behavioural initiatives were tested, including decarbonisation of the energy used in the food chain, improved efficiencies and changes in consumption of meat and dairy products. Mark Driscoll, head of WWF-UK's One Planet Food programme said: "The full impact of our diets on climate change is astonishingly high – this report shows that. This makes the target to cut emissions by at least 70 per cent by 2050 a daunting task, but not an impossible one. We must stop chewing over some of the issues and start making change happen – both in terms of technology and behaviour."

[www.wwf.org.uk](http://www.wwf.org.uk)

## Call for more British eggs on the menu

**A poll** conducted by OnePoll\* for the British Egg Information Service has shown that more than 60 per cent of consumers want the country of origin of eggs to be highlighted on the menu. The research, which was undertaken following a number of food poisoning outbreaks caused by imported eggs, also showed that around four in five consumers want to see British eggs being used in foodservice outlets.

While imported eggs are rarely seen on supermarket shelves, they are a regular feature in some food service outlets. Andrew Parker, Chairman of the British Egg Industry Council, said: "Salmonella in British eggs is a thing of the past, thanks to the food safety safeguards in the British Lion code. However, food service outlets may still be putting their customers at risk by using imported eggs that are not produced to the same standards as British Lion eggs."

The British egg industry is now calling on caterers to use honest labelling and show the country of origin of eggs on menus. Parker said: "Caterers have a duty of care to the people who eat on their premises and if they use imported eggs, they should at the very least own up to it."

\*Online survey of 3,000 consumers by OnePoll, February 2010

### A PERFECT PARTNERSHIP

Leading packaging manufacturer Huhtamaki is partnering First Choice Coffee, leading coffee specialist and bean-to-cup market leader for all its disposables. John Young, Sales and Marketing Director, Huhtamaki, said: "Huhtamaki is supplying First Choice Coffee with products from our hugely successful BioWare bio-coated paper hot cups."

According to Elaine Higginson, Managing Director, First Choice Coffee: "Because responsible business practices are inherent to the way we do business at First Choice Coffee, Huhtamaki's BioWare range is of particular interest as it is designed to have minimal impact on the environment, is certified in accordance with EN13432\* and degrades completely in industrial composting facilities within 60 days."

## Caterer spreads the wellbeing message



**Catering services** provider Charlton House has raised £6,912 pounds over nine months for the UK registered charity Seeds for Africa through national sales of their Wellbeing Being Well water. The company donates a percentage of each sale to the charity, which aims to help African families and communities by providing locally sourced seeds, agricultural equipment and relevant technical advice.

Wellbeing Being Well water is part of Charlton House's healthy eating initiative which aims to improve health in the

workplace. The dedicated website, [www.wellbeingbeingwell.co.uk](http://www.wellbeingbeingwell.co.uk) has received half a million hits up to March. Charlton House customers can log onto the site to learn about the nutritional and health enhancing properties of the foods available in their 120 staff restaurants nationwide. There are also recipes, an ingredient of the week and many tips on maximising health and wellbeing in the workplace.

Caroline Fry, Managing Director of Charlton House, said: "Every time a customer buys one of our specially branded bottled waters, they are helping communities in Africa to grow their own produce in organic vegetable gardens and fruit tree orchards, giving individuals and communities a future, not just a temporary answer. It means that they have a chance to eat more healthily and they have immediate access to fresh produce.

Amanda Gerrard, corporate fundraising officer for Seeds for Africa, said: "The funding raised by Charlton House has helped Seeds for Africa provide children in a primary school to plant paw-paw, banana, passion fruit, mango and avocado trees as well as trees for shade. The children have also grown maize, beans, potatoes and tomatoes, as well as native vegetables like such as saka, miroo, mrere and kunde. To carry out this work the children need tools such as pick axes, hoes, wheelbarrows and fencing to protect the trees from animals."

## MSC tops seafood ecolabels scoreboard



The Marine Stewardship Council (MSC) has come out on top in an independent assessment of wild capture seafood certification and ecolabel programmes.

The MSC achieved a score of 95.63 against criteria for credible programmes, a score that was 30 points higher than the second placed programme. The report, Commissioned by WWF and carried out by independent management consultancy Accenture Development Partnerships, concluded that the MSC is the only programme to be designated 'compliant' with the criteria of the evaluation.

The report finds that "except for the MSC, the other assessed schemes do not evaluate fisheries across all criteria to the extent required to support sustainable fishing and healthy oceans".

## Sodexo's a good citizen

Sodexo has announced the publication of its fifth annual corporate citizenship report. The report demonstrates the role that corporate citizenship plays in the company's culture and performance

and highlights some key achievements of Sodexo employees over the past year. A significant development in Sodexo's approach over the past year is the launch of the Better Tomorrow Plan, the company's sustainability strategy to 2020. The plan aims to consolidate corporate citizenship efforts across operations by combining values and ethical principles, specific sustainability commitments and an assurance to engage with stakeholders. Sodexo has continued to embed sustainability into its products and services during the challenging economic climate in line with its clients' and customers' growing expectations.

The report provides an insight into the commitments to sustainable development that underpin the 'Better Tomorrow Plan' and covers health, nutrition and well-being, local community development including through Sodexo's worldwide 'STOP Hunger' campaign, and commitments to environmental performance in the supply chain and at Sodexo sites. The report also highlights Sodexo's commitment to diversity and inclusion in the workplace through its award-winning Spirit of Inclusion training programme.

Thomas Jelley, Sodexo corporate citizenship manager, said: "Throughout the business, I see examples of our people going the extra mile every day and much of what they have achieved this year is featured in this report. My hope is that everyone we serve can recognise Sodexo as a company whose commitment to corporate citizenship is demonstrated through continuous improvement."



## Sussex suppliers embrace Compass Group 'local' initiative

With locally sourced food having an increasingly prominent place in shopping bags and baskets today, A Taste of Sussex is supporting Compass Group UK and Ireland's 'Truly British, Truly Local' food sourcing campaign.

The campaign gives Sussex farmers, growers and producers the opportunity to supply their produce to more Sussex and UK cafés, deli bars and restaurants than ever before.

Compass Group UK & Ireland recently launched its Truly British, Truly Local campaign with chef Gary Rhodes, a champion of British cooking. Through the campaign Compass promotes the use of truly and traceably local produce. Compass' 'Truly Local' can only be used in reference to products which have full British traceability including food which has been grown and harvested or born, bred and slaughtered within 50 miles from the place of eating, not to food which has been processed or packaged in the area, giving consumers full confidence in the origin of their food.

Hilary Knight, Co-ordinator of A Taste of Sussex, said, "A Taste of Sussex wholeheartedly supports Compass' aim to promote the use of Sussex's wonderful produce around the county."



Hilary Knight



Gary Rhodes

## GREENER CROCKS



**Catering ceramics** giant Dudson has developed a new, UK-made, green range of tableware. The amount of carbon produced in the manufacture of Evolution is 79%\* less than that produced in the manufacture of an equivalent porcelain product.

Working closely with Endeka Ceramics, Dudson has developed a new ceramic body that only requires one firing process, compared to the usual two or more in the production of ceramic hospitality tableware. This change in the manufacturing process significantly reduces the impact of production on the environment. It also uses ThermECO, one of the most durable and energy efficient glazes in the market today, enabling firing at a lower temperature for reduced energy use.

*\*Independent research carried out by Endeka Ceramics Ltd.*

## IGD is miles better

**International food** and grocery expert, IGD has announced today that 124 million HGV miles have been taken off UK roads as part of its Efficient Consumer Response (ECR) UK Sustainable Distribution initiative.



The 'Miles Saved' initiative has exceeded its four-year target of removing 120 million road miles by the end of 2010 a year early – the equivalent of removing 2000 lorries from Britain's roads – and conserving 60 million litres of diesel fuel per year.

Originally spearheaded by companies involved in ECR UK under the auspices of the IGD, the activities have been extended across the industry and now include 40 of the UK's leading household retailer and manufacturer brands.

Joanne Denney-Finch, Chief Executive, IGD said: "This is an outstanding achievement. Sustainability remains top of the agenda for both the food industry and the Government. This innovative and efficient way of working could shape the way we transport food and grocery items in the future. "







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# 'Oh Lord'

The Upper House examines the impact of Climate Change on Farmers

The European Union Committee of the House of Lords considers EU documents and other matters relating to the EU in advance of decisions being taken on them in Brussels. It does this in order to influence the Government's position in negotiations, and to hold them to account for their actions at EU level.

A report, 'Adapting to climate change: EU agriculture and forestry' looks into the European Commission's April 2009 White Paper on adapting to climate change and was published on March 30th. The Committee's Chairman, Lord Carter of Coles, spoke to Footprint about some of its findings.

## INTERVIEW

*FF: HMG's position on climate change has been heavily influenced by the Stern review of 2006, which appeared to use as its base many of the more extreme elements of the IPCC's Climate Change 2007 report. As one of the key statistical sources for this report, the Climate Research Unit at East Anglia University, is itself under review. Does this make the White Paper and your Committee's subsequent recommendations more about food security in the face of a growing population than of climate change?*

**LC:** The Committee was of course aware of the arguments about some of the scientific data used as evidence of climate change. However, our report refers to a joint statement issued in November 2009 by the Met Office, the Natural Environment Research Council and the Royal Society, which emphasised that there had been a strengthening since 2007 in the scientific evidence of dangerous, long-term and potentially irreversible climate change. So the need for agriculture to adapt to climate change is at the heart of the report, while we also acknowledge that such change is expected in a world whose total population is projected to increase to 9 billion by 2050.

*UK forestry represents under 12% of UK landmass, whereas in the EU as a whole the equivalent figure is 42%. Given that the report sees the need for the CAP in future to support the sustainable intensification of agriculture, do you*

*see a time when this comparably small area is reduced further as part of an EU obligation to 'do one's bit' when it comes to creating more agricultural land from forestry?*

**LC:** We were not able to deal as extensively with forestry issues in our report as we could with agriculture, not least because the European Commission documents of April 2009 that we looked at had relatively little detail about forestry. The Commission has just published a Green Paper on Forestry (in March 2010), but this came too late for our report. But the sustainable intensification of agriculture does not necessarily imply that woodland has to be turned into farmland – the objective is that the productive output of farming should be increased, in an environmentally responsible way, without increasing the extent of land used.

*With increasing populations and associated food shortages, is it only a matter of time before biotechnology and, in particular, GM food production becomes the norm within EEC and, if so, do you see this form of production being restricted to the southern member countries where the need may be greatest or an EU wide adoption?*

**LC:** We took interesting evidence on this issue. I think that what came across was the view that bio-technology may well offer solutions to some problems that may be caused by climate change (for

example, the development of crops that are drought-resistant) – but, equally, that such technology is only one item in the "tool-box" that will be needed to respond to climate change across the EU

*Water availability and usage is something that impacts some Member states more than others but it is clear that regulation will be necessary across the Community in the not too distant future. What form do you see this regulation taking when it comes to UK agriculture concerns and do you see it adding dramatically to supply chain costs?*

**LC:** Yes, the evidence that we received suggested that climate change impacts, notably water shortages, will affect southern EU countries particularly severely. However, we were also told by the Environment Agency that by about 2050 overall water availability in England and Wales would probably be some 15% less than at present, with a general trend of wetter winters and drier summers. We raised the issue of regulation with the Agency. They said that they preferred voluntary action wherever possible, but they stressed that regulation would have its part to play, not least in relation to water abstraction. Our report does not go much beyond that. But it seems inevitable that, if a key resource like water becomes less plentiful, use of it will be subject to greater control, and there may well be cost implications.

*One of the report's recommendations is that 'the future CAP should not support agriculture in areas where climate change means that productive capacity can be maintained only at unacceptable environmental and economic cost'. Where this happens in traditionally agricultural communities, what is suggested to replace the livelihood of those affected?*

**LC:** In March 2008, the Committee published a report on the future of the CAP. In that report, we recognised that many Member States rely on CAP funds to secure social policy goals, but we said that many of the problems being addressed needed to be tackled in their own right. We suggested, for example, that structural problems in rural areas would be better tackled through other EU programmes, such as the Structural Funds. These views underlie our latest report: the CAP should support environmentally sustainable agriculture, but the use of other EU funds should be considered if social policy goals are being pursued.

*Is the EAFRD an example of how the scientific issues of global warming are confused with the social and often corporate angles of the issues?*

**LC:** The European Agricultural Fund for Rural Development supports measures serving several aims: improving the competitiveness of the farming and forestry industry; promoting environmental and land-management schemes; and improving the quality of life and the diversification of the rural economy. Clearly, environmental schemes can, and should, deal with responses to climate change, and diversification measures may have both a social and an economic dimension. The CAP has a complicated history but, as one of witnesses commented, there has been a continuous process to reform the CAP since

the beginning of the 1990s. Our report contributes to the debate about further reform.

*Do you feel British Agriculture has a more enlightened view on climate change than its European counterparts?*

**LC:** We took evidence from representatives of the UK's National Farmers' Unions and of the Country Land and Business Association for our inquiry – and we were left in no doubt that those organisations have been giving a good deal of thought to the issues of climate change for some time, and have been working closely with their members to get their messages across. I would not want to comment on whether the agricultural sector in other parts of the EU is less up to speed on these issues. But what we do say in our report is that farmers across the EU, including in this country, need advice and guidance on putting knowledge about climate change responses into practice – and that is a message for the European Commission and national governments, as much as for farmers and their representative organisations.

*Environmental climate or Economic climate: which do you feel is exercising the greater strain on the Agriculture and Forestry industries?*

**LC:** Bear in mind that our report looks across the EU, and not just at the UK. We heard about the climatic problems already affecting southern EU states, notably water shortages which have major implications for irrigation practices, and which have also contributed to the outbreak of fires that have destroyed woodland, for example in Greece. On the other hand, it is also true that the changing climate offers positive economic opportunities for agriculture in some parts of Europe. All I would say, therefore, is that the answer to your

question will vary according to which part of the EU you look at.

*Hilkka Summa, DG Agriculture of the European Commission, said that the 'take-up of climate change specific measures was not as good as we had hoped for'.*

*Why does an industry, arguably one of the environmentally most impacting, seem so slow to grasp the issues?*

**LC:** Ms Summa was referring to funding made available through the rural development programme, and in this case it is national governments across the EU which ultimately decide how to allocate funding – so they, rather than the industry, have been responsible for the take-up rate. On the figures made available by the European Commission, as much money was allocated to re-structuring of the dairy industry as to climate change measures. So it may be fair to say that, while there is a good awareness of climate change issues in agriculture, other issues affecting the sector make equally strong demands on the attention of governments and others concerned with the state of agriculture.

*The EUC considers EU documents in advance of decisions being taken in Brussels in order to influence HMG's position in negotiations prior to legislation. With the appointment of French or French friendly politicians to key positions when it comes to European Agricultural policy, would you say that Britain's influence is diminished in this area and, if so, what is the likely impact of the EUC's recommendations to the government?*

**LC:** I don't wish to be drawn into a discussion of whether the nationality of European Commissioners is relevant to the directions in which they take the policies with which they deal. We look forward to working with the new Agriculture Commissioner, Mr Ciolo, who has a very strong academic, professional and political background in agriculture. But what I would say is what we say in the report. Discussions are already underway on the shape of the CAP after 2013. The UK Government should participate constructively in this debate, and promote full and early discussion among all interested parties in the UK. That is a key recommendation in our report, and the Government will have to respond to it.



# Nay, Palm

**D**erived from the African Oil Palm, palm oil, in its pure, reddish, un-hydrogenated form, is highly nutritious – full of vitamins, fatty acids, antioxidants, phytonutrients and 15 times more vitamin A carotene than carrots – and has been a staple in tropical Africa and SE Asia for centuries.

In the 19th century the British recognised its lubricative value and it became widely used to - literally - grease the cogs of the Industrial Revolution, as well as for soap manufacture, becoming the core ingredient for Unilever's Sunlight and the Palmolive brand.

While extensively used by the cosmetics industry, it was as a cheap ingredient in processed food that it really took the biscuit. To this end it is hydrogenated into saturated 'trans fats', where the oil is heated to 500 plus degrees and a catalyst - typically a metal like nickel, aluminium or platinum - is added, altering the molecular structure and stabilizing the fat, to the detriment of virtually all of the original nutritional value.

The (financial) advantage of hydrogenation is that, bereft of any enzymic activity and essentially 'dead', the altered fat acts as a preservative, prolonging the lifespan of the food to which it's added, and as a result is widely used as a bulk oil in snack foods, chocolate, fast foods and biscuits.

As the demand for processed, long-life food has grown, so has the demand for palm oil; currently the largest contributor to worldwide oils and fats and accounting for 48 million tonnes annually, or 30% of the total output.

In 2008, Malaysia, the largest exporter, produced 17.7 million tonnes of palm oil, Indonesia 8.7 million tonnes and, exacerbated by the additional demand for the oil as a biofuel – an entire article in itself - vast plantations are laying waste to the already dwindling rainforests of Sumatra, Papua New Guinea and Borneo, and rapidly expanding in countries like Columbia and Kenya.

Health issues aside - hydrogenated trans fats are an infamous and well-researched cause of heart disease – the

environmental impact of our insatiable demand for the stuff is astonishing. UNEP estimates that within 15 years 98% of the rainforests of Indonesia and Malaysia will be history and with them an unimaginable wealth of wildlife species; not only 'stars' like the Borneo orangutan, Asian elephant and the Sumatran tiger, but myriad, less headline-worthy species. In Borneo hunters are paid £8 to kill orangutan, labeled 'pests' who eat the palm fruit, on production of a severed hand or head as proof!

And just when you thought it couldn't, it gets much worse; an estimated 50% of cleared land was done so by burning drained peat land, generating massive amounts of carbon dioxide. The un-burnt peat land itself dries and releases CO<sub>2</sub> - 600m tonnes a year in Indonesia alone. Palm oil monoculture cannot support existing, incredibly rich biodiversity and people reliant on the crop are left vulnerable to market changes. And in a further twist of irony, the EU's intention to cut greenhouse gas emissions by demanding that 10% of vehicles use biofuel by 2020

## It's considered healthy, high-yield and fast-growing, was hailed as an environmentally friendly biofuel and supports some 1.5 million farmers worldwide. So what went wrong with palm oil?

will inevitably increase the demand exponentially further.

With staggering cynicism, in Borneo companies have been given licenses to plant palm oil for biofuel, have used the licenses to clear the land, then stripped out the remaining (valuable) timber and disappeared leaving apocalyptic destruction in their wake.

Campaign groups, up against the ignorance of the junk-food demographic, are rapidly building public awareness. In March, Greenpeace launched its now famous 'Give the Orangutan a break' 'subvert' campaign against Nestlé's snackbar KitKat, creating a PR furore and prompting the company to drop its primary palm oil supplier Sinar Mas, accused of rapacious and illegal rainforest clearance in Indonesia. It continues to use oil from the global supplier Cargill, however, who are in turn supplied by, you guessed it, Sinar Mas.

In response to recent, well-documented pressure from both consumers and environmental groups, palm oil industry leaders such as Kellogg, Johnson & Johnson

and Unilever, have signed up to the Roundtable on Sustainable Palm Oil (RSPO) which, along with organisations like the World Wildlife Fund for Nature, aims to guarantee the oil is produced in an environmentally sustainable way. Roundtable signatories agree to adhere to responsible practice, including protecting conservation areas, indigenous cultures and primary rainforest.

The crux, as always, is sustainability. Simply boycotting the stuff won't work; a replacement oil would have to be found and since oil palms yield the most oil in the shortest time, even more land would be needed. Indeed, consumer demand for healthier, unhydrogenated oils has itself increased the demand for 'raw' palm oil.

Sustainability initiatives often take time, something there's little of, and are often criticised for lack of accountability, but one palm oil trading company, GreenPalm, has managed to cut out the supply chain and reward producers who work ethically directly. Their sustainable certificate trading programme, endorsed by the RSPO, awards one GreenPalm

certificate for each tonne of palm oil which has been sustainably produced, which they can then trade on the company's website. Manufacturers and retailers can then buy the certificates and claim support for sustainable production and consumers can then make responsible purchasing decisions.

'Sustainability is key,' says Bob Norman from GreenPalm, 'and rewarding the producer is the key to sustainability. Because each of our certificates funds sustainable production at the source, regardless of the size of the operation or where the oil is consumed, we benefit all producers, whether large or small.'

The industry looks here to stay, and, with a global population growing at 1.5m a week, palm oil consumption will inevitably continue to grow with it, so we – consumers, producers and manufacturers - need to do our utmost to ensure sustainable practices, continue to educate ourselves on the impact of palm oil and seek out alternative options wherever possible.

**Emiliana Silvestri**

# Choice editing

## The art of making less into more



Having spent decades expanding customer choice, many businesses have discovered an amazing fact. And that is that less can actually be more! Dazed by the array of products on shelves, consumers are increasingly looking to their suppliers to filter out products that are unacceptable because of their health, environmental or social impacts. This process is known as Choice Editing.

The concept is not new. For example, those foodservice organisations that have selected to offer consumers the choice of hot beverage products that are only sourced from fairly traded or ethical sources are already practicing choice editing.

In a time where corporate social responsibility is becoming increasingly important, choice editing undertaken by global corporations arguably has the potential to play a greater role than government regulation in developing more ethical supply chains and facilitating changes in consumer behaviour.

When undertaken on a voluntary basis by large businesses, choice editing can be a powerful tool to bring about a change in consumer behaviour. It can also play a role in building trust in the brand and avoiding reputational risk. Those businesses that have engaged in choice editing to date have found that it is most effective if:

- The choice offered is perceived to be a better or healthier option
- The choice offered appeals to the inner eco-warrior in customers themselves or in the increasing number of business clients who specify baseline CSR principles as a condition of doing business (eg no endangered species)

- Customers don't notice the change. Sometimes it is better to quietly remove products if they potentially pose a reputational risk (eg. those produced by destroying rain forest)
- The choices offered appeal to customer conscience (e.g. animal welfare)
- Business acts together to provide cohesive action, rather than proposing apparently contradictory consumer advice on issues.

**Some companies have got choice editing badly wrong and have eliminated products that consumers will not do without. Others have claimed to choice edit and not been able to put the processes in place to ensure that they can fulfil their claims. But those companies that do choice editing well have found that existing customers can be retained, new customers won and reputations enhanced. McDonalds, for example, have rebuilt their corporate reputation by making extensive use of choice editing – initially to favour meat products produced to high animal welfare standards and latterly by choosing to use only free range eggs in their breakfast products.**

Sounds simple in theory, but of course it is much more difficult in practice. Selecting which of the thousands of items that are used every year should be edited to enhance corporate reputations, while enhancing all important customer loyalty.

It is because of the complexity of these issues that Footprint Media Group is

inviting readers of Foodservice Footprint and members of Footprint Forum to join in this choice editing initiative. We are asking you to consider removing one item from the supply chain over the coming year, from a list of ten selected by the team in the Department of Hospitality, Leisure and Tourism Management at Oxford Brookes University for the following reasons:

- a) Their removal will have significant and measurable positive environmental and/or social impact and
- b) Replacement products with a considerably lower environmental and/or social impact are readily available in the market place and/or
- c) Consumers/clients are likely to respond positively to the change

The team at Oxford Brookes have recognised that one size will definitely not fit all when it comes to choice editing, so ten items are currently on the list and those taking the pledge are asked to work on just one. The items to choose from range from using only disposables, such as tableware and beverage products, that are comprised of recycled materials and/or that are recyclable at the end of their life (to include biodegradables where they can be disposed of appropriately) to using pork from British sources that generally have a higher level of animal welfare. There are also some harder to achieve items on the list from among the usual subjects when it comes to environmental or social impacts.

The team at Oxford Brookes are able to offer help and support to those businesses that wish to take the Pledge and together with Foodservice Footprint, will monitor the impact of the change in product choices. Together we will review the list annually to reflect the latest trends and to move forward as an industry.

Please indicate if your business is interested in taking part in such an initiative by contacting

[pledge@footprint-forum.com](mailto:pledge@footprint-forum.com).



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Image taken by James Chambers, winner of the 'Environmentally-Friendly BioWare' category of the Huhtamaki Capture the Cup Competition 2009

# BEYOND THE

# LABEL Rainforest Alliance and Fairtrade; the same, just different..

**W**ith over 100 eco-labelling schemes in the EU alone, accusations of greenwash filling the columns and once simple eco-ethical claims becoming more complicated, the humble - yet enormously powerful - consumer can be forgiven for finding themselves in the health food aisle at the supermarket scratching their heads in a state of ethical angst. Emiliana Silvestri assesses two of the main protagonists.

One example of (so far respectable) conflict exists between the two leading ethical certification bodies, Fairtrade and Rainforest Alliance; which label, as a company, to adopt and which coffee, as a consumer, to drink?

The term fair-trade emerged in the UK in the '60s among 'world shops' like Tradecraft and Oxfam. The origin and ethical pedigree of goods, often arts and crafts, was labelled fair-trade in an attempt to introduce accountability into a global commercial arena that has traditionally tended to exploit farmers, growers and producers in the developing world. Founded on beautifully simple - and admirably lofty - principles, the movement only really began to make any impact on our shopping habits with the introduction of the international Fairtrade labelling system in the late '80s.

This Fairtrade Labelling Organisation

certification system (FLO-Cert) allows consumers to identify goods such as fruit, honey, cocoa, coffee, spices, sugar and wine that have been produced to agreed, independently audited labour, environmental and developmental standards, thus guaranteeing a fair price never lower than the market price to farmers. Certification costs the corporate purchaser 2% of the wholesale value which is then ploughed back into community development programs.

FLO International standards apply to both farmers' organisations and to large operations, such as plantations, reliant on hired labour. Small organisations must establish co-ops, ensuring democratic decision making, another of Fairtrade's stipulations. Farms with hired labour have to let workers establish unions and set a baseline, premium 'living wage', which creates a local legal foundation and allows for growth and future independence. Crucially, farm workers are an integral part in establishing Fairtrade standards.

Although no panacea, benefits locally include better education, improved familial stability, lower child mortality, increased farming sustainability through reduced vulnerability and even conflict prevention through reduced pressure on, and competition for, resources.

By 2008, 746 producer organisations in 58 developing countries were Fairtrade

Foundation certified with sales amounting to about £3 billion (US \$4.08 billion) worldwide, a 22% year-to-year increase expected to reach £7 billion by 2012.

The Rainforest Alliance, pretender to the ethical commodity crown, is relatively new on the scene, emerging from New York in 1987 with a mission to 'protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior'.

From large multinationals to small, community-based co-operatives, they involve businesses and consumers around the world in an attempt to provide responsibly produced goods and services for an ever-increasing global demand for sustainability.

Structurally, their approach is four-fold; firstly encouraging better land management through their Sustainable Forestry Division and their highly-regarded Smartwood scheme, which verifies the legality of timber sources; their Sustainable Agriculture Division, which provides a series of social and environmental standards to which potential farms must comply in order to receive their much sought after endorsement; thirdly, their Carbon Verification program assesses carbon offset projects 'to standards that address greenhouse gas sequestration,



biodiversity conservation and sustainable livelihoods'; and lastly, their bar-raising Sustainable Tourism program which helps businesses acquire 'eco-tourism' certification.

Educational initiatives like their 'adopt-a-rainforest' and free online conservation curricula for schools are also popular and effective.

By 2006 they had certified 100 million acres of forested land, certified coffee plantation was doubling every year to around half a million acres, 15% of all bananas were Alliance certified and nearly half a million acres of land on more than 4,500 farms and co-operatives in 12 countries had Rainforest Alliance certification, permitting their products to bear the 'green frog' label.

All well and good, but how does this play out on the shelves and in the field? The coffee industry, worth £1bn-a-year in the UK alone, perhaps most eloquently demonstrates the key difference between the two, namely price.

Fairtrade certification means importers agree to guarantee the FLO minimum price (for example US \$1.21 per pound for Arabica coffee) and pay a social premium (US \$.05 per pound) above this minimum, or pay the world market price, whichever is higher. The premium is paid even if the market price rises above \$1.21.

The Rainforest Alliance offers no minimum or guaranteed price but certified farmers can receive an extra 10 to 60 cents above the market price per pound of beans. Take Kraft, who eschewed Fairtrade for Rainforest Alliance, and pays a premium of up to 20% for the coffee beans it uses in its Kenco Sustainable Development brand. With a market price of 80 cents, this works out at about 96 cents per pound - still 21% less than the Fairtrade price.

So Fairtrade coffee ends up more expensive on the shelf, costs more to produce, but benefits the farmer more. Rainforest Alliance coffee is cheaper, but coffee sellers can use the logo even if only 30% of the beans are Rainforest Alliance certified, with no guarantee of where the other 70% might have come from. Also, unlike Fairtrade, the Rainforest Alliance doesn't provide crop pre-financing, often vital for farmers where lending schemes are unreliable or corrupt.

Criticism of both abounds; cynics point out that the Rainforest Alliance provides a cheaper way for large coffee brands to tap into the ethical market; coffee roasters can sell coffee containing a minimum of 30% certified beans and boost their ethical cred with the frog on the packet.

On the other hand Fairtrade coffee's success has been blamed for price distortion; flooding the market, dropping

the market price and thus reducing the relative benefit of paying a percentage over it, and creating concerns about the impact on long run development and economic growth.

Maybe the criticism is churlish. Both have strong ethical agendas, shouldn't the issue be not which is better but why other products have no ethical credentials at all?

Rainforest Alliance has mega-corps Unilever (Liptons tea) and Kraft Foods, Italy's biggest coffee-maker, Lavazza, the 100-year-old Lyons brand and McDonalds signed up for their coffee, and JP Morgan, Citigroup, Johnson & Johnson and Nike use their certified paper. Fairtrade accounts for 4% of all coffee drunk in the UK, and 20% of the premium roast and ground sector. Cafédirect, which sells only Fairtrade drinks, is now the sixth largest coffee brand in the UK.

Surely anything that makes multinationals more accountable and benefits the beleaguered farmers of the world has to be a good thing. As Lavazza's head of coffee buying, Mario Cerutti, puts it, 'There are hundreds of approaches to resolving the problems facing coffee farmers, and every one is beautiful.'

[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

# The Potato: the backbone of foodservice



**The humble potato is the backbone of the British diet: whether mashed, boiled or chipped we can't get enough of it. Kathy Bowry visited a potato farm in Nottinghamshire and discovered that spuds have to be grown in a sustainable manner – or the industry will 'have had its chips', literally.**

**W**e Brits get through an incredible amount of potatoes. According to the Potato Council we pack away more than six million tonnes a year. In foodservice a great deal of this consumption is accounted for by chip sales; out of home chips amount to 83 per cent of potato menu choices. One out of every four British potatoes is made into chips – that's approximately 1.5 million tonnes every year and, another mind blowing statistic, it would take an area the size of 56,000 Wembley Stadium football pitches to grow all the potatoes needed for the chips consumed in Great Britain each year.

In order to feed this seemingly insatiable appetite, many foodservice manufacturers import their potato products from the Continent, notably Belgium and Holland, but one of the giant foodservice suppliers has now set up a sustainable totally British operation.

Three years ago Lamb Weston bought a plant at Wisbech, Cambridgeshire, so it could process local potatoes for its new Britain's Pride brand. Britain's Pride chips and roast potatoes are made using only British potatoes, grown by selected British farmers on British soil and are cut, blanched and pre-fried at Wisbech. The brand was developed with an eye to establishments where customers demand local British food and contract caterers who are bound by their customer's CSR policy. Britain's Pride, which sports a Union Jack and the Red Tractor logo on the packaging, is also supplied to the MoD and is shipped out to Afghanistan for the troops to enjoy a taste of home.

One of the company's major contract growers is John Burnett who farms 500 acres in Nottinghamshire. "Our year runs from July to June. We harvest from July to October; some of the harvest is used straight away and some is stored. November to June the crop is in store

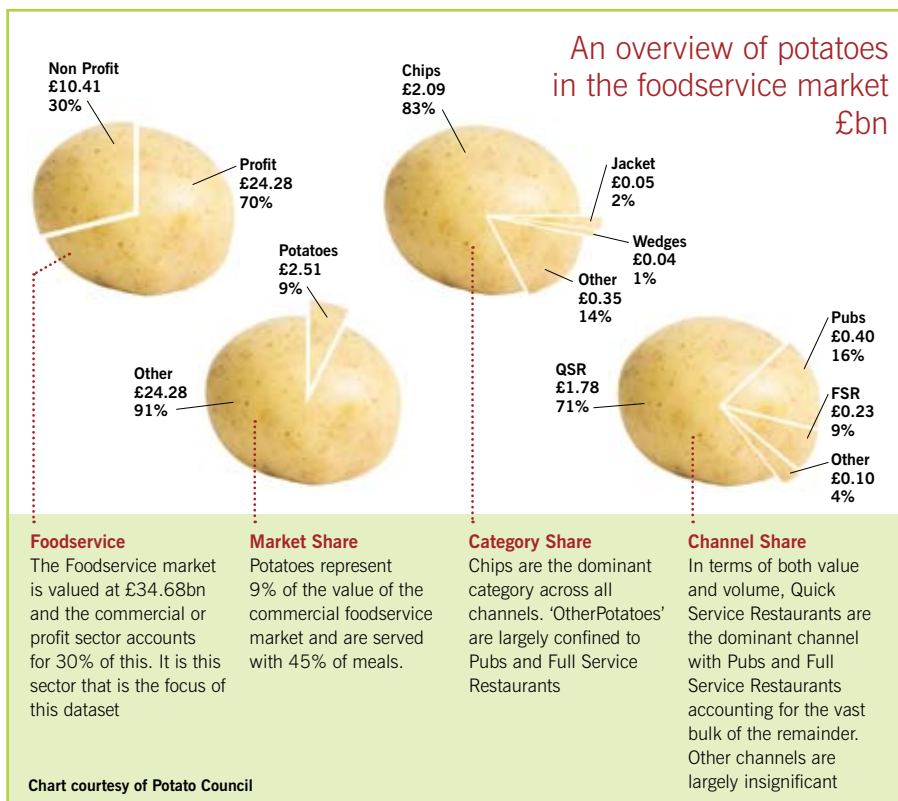
where it is monitored every two weeks," says Burnett. "All my potatoes go to Wisbech as I am pre-contracted to grow for Lamb Weston. I work closely with John Pettinger who is the Raw Product Supply Manager.

"For Britain's Pride we use three similar varieties of potato bred for their taste – if we stuck to one, the quality would decline over the season," says Pettinger. "That way we can produce a consistent brand. We use Fontaine, Maris Piper and Innovator. The potatoes are bred to Lamb Weston specifications for consistency and quality and the factory performs best with these varieties: they are what our customers want," says Pettinger.

"We use 99 per cent of the potato in one way, shape or form. Anything that doesn't get used as chips, wedges, slices or roast potatoes is used to make potato flakes," he says.

"Because we only get 14-15 inches of rain here, as we are in the shadow of the Pennines, we have the ideal conditions for growing the type of potatoes with a low water content that John needs for processing for chips and roast potatoes," says Burnett.

Potatoes for the 2010-2011 crop were going in during March and outloading of the 2009 crop to the factory at the same time. "We farm 500-600 acres depending on year and crop rotation.



## POTATOES AND THE FUTURE

### Potatoes and the future

According to Mike Storey, head of research at the Potato Council, "The Government is looking to increase production and the industry can certainly do that but demand has to be there. Before that can happen a far better recognition of the dietary benefits of potatoes is needed. Potatoes are particularly well suited for sustainable farming as they produce more calories per cubic metre of water than many other crops, such as wheat for instance, and with water being such a crucial element, that is a significant benefit."

"Pesticides to maintain national production are safe and effective and are carefully controlled and regulated by independent government

authorities and audited by the Assured Produce scheme. However the EU has carried out a review of pesticides that will be allowable in the future. This throws out crucial challenges concerning pesticides available for potato farmers to control aphid virus, funguses, cyst nematodes, slugs, blight and weed control during rotation.

"The Potato Council is now funding research projects to address and identify activities across these key groups that could compromise production. We need to develop a strategy to ensure the industry has the tools for the future to ensure sustainability and we will be making sure knowledge transfer promotes best practice information about integrated use of pesticides.

"It is important that growers can continue to deliver into foodservice and fresh markets in a sustainable manner," says Storey.

This gives us 3,000 tonnes off the field and 8,000 tonnes out of store, so 11,000 tonnes per annum goes from us to Wisbech," he says.

The Wisbech factory only processes UK grown potatoes regardless of variety. "Fifty per cent of them are from the immediate area so transport miles are not excessive. All are grown to Assured Produce standards and all legislation is adhered to rigidly. "We comply with good agricultural practice and we are constantly audited. The auditors turn up and they spend two solid days here and look round everything," says Burnett. "We have certificates for TASC, Assured Produce and Assured Crops."

"Britain's Pride uses 30 other growers across the UK. Potato growing counties are Shropshire, Hereford, Nottinghamshire, Lincolnshire and a bit of Suffolk. To supply the factory all year round you need different variants from different areas to spread the risk. Britain's Pride uses only one variety at any one time and they are always yellow fleshed varieties. From 40mm up as big as you can get," says Pettinger. "We can make specific product. If a customer wants a certain size of chip we can accommodate them." Caterers like to be able to control portions so bigger chips are better. Smaller chips mean more volume (bigger chips fall off the scoop making for good portion control!).

It seems growing potatoes is no sinecure. "Potatoes are a variable crop and every year there is a problem. Depending on the weather and climate they can either be too big or too small, colour can be different – you cannot take anything for granted as every season is different. Say you harvest a nice crop and you are satisfied with it. That is only the beginning, because you have to store it and again there are variables to deal with. If the store is too warm the colour improves but the crop can start sprouting. It is a very challenging crop," says Burnett. "But never mind, I love growing potatoes or I wouldn't be doing it after all this time.

"Crop rotation is the only way to grow potatoes," says Burnett. "Father did it and I do it and I want to carry on for my son. Twenty years ago we used to rotate one year in four now it is one in seven and plant those fields with wheat, barley and oilseed rape. Potatoes are more profitable and for that reason I would love to do more but cost would go up and yield goes down if you over-plant the land. After three rotations you would have to come out for 10 years. If I want to live off the land and my son after me I have to be sustainable – it is not an option.

"When planting and harvesting, obviously machinery is used: we try to be as efficient as possible. First we go along and lift the stones and put them deeper,

plant potatoes, fertilise and we're off. It is all done in one operation. Luckily in that sense potatoes are a relatively efficient crop compared to cereals, but it is all about management," he says.

# Foodservice industry scrutinised as 2nd edition of Gram Green Paper is published

As the issue of global climate change continues to loom large, new research commissioned by Gram, the UK's leading low energy refrigeration equipment suppliers, reveals how green the foodservice industry has become since their last report in 2008.

Following on from the success of the original Green Paper – the first of its kind featuring concise summaries and statistical information on a range of areas, including corporate and personal green initiatives – Gram instructed market research specialists Cambridge Direction to carry out an independent poll of 600 caterers across six channels.

Overall the paper reveals there has been improved take-up of green initiatives within foodservice with a higher number of respondents than in 2008 demonstrating heightened awareness of their responsibilities, the commercial benefits that being green has on their business and ways to become greener still.

A total of 89% of respondents say they are actively practicing green initiatives compared to 76% in 2008.

Recycling remains the easiest and most widely adopted activity.

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.

73 per cent of the sample agreed that they would see long-term savings from buying low energy equipment like fridges.



Glenn Roberts, managing director, comments: "Change needs to happen from the ground up, from food production and supply processes to energy conscious manufacturing, supported by the efforts of operators and consumers. Gram has always been extremely focused on driving forward the 'green' message. With our eco-friendly heritage, we strive to provide environmentally conscious operators with the low energy consuming products they need to develop their green credentials whilst saving costs on energy consumption – appealing to hearts and pockets. The Green Paper 2010 is not a tool to name and shame sectors, but a way to share ideas for possible initiatives that can easily be put into practice. The report highlights just how imperative it is that

Government begins to invest in educating the industry, not only in the benefits of the ECA scheme, but also on the necessity of proactively initiating green initiatives."

Gram continues to be at the forefront of the Energy Technology List (ETL), producing energy efficient refrigeration equipment for the foodservice industry. With more than 30 products registered on the ETL, Gram is committed to developing its continual investment in its teams, systems and development of functional refrigeration solutions that boast the lowest energy consumption on the market.

[www.gram-commercial.com](http://www.gram-commercial.com) to download a copy



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*Making every day a better day*

# MADE IN BRITAIN

A meeting of minds and a pooling of knowledge between Britain's largest foodservice supplier Brakes Group and the National Farmers Union has been instrumental in successfully promoting farm assured produce to the hospitality industry

**B**rakes Group and the National Farmers Union have been working hand in hand to promote British sourcing in foodservice since Brakes launched its Prime Meats division in 2004. It is a relationship that has paid dividends for both parties and has been immensely successful in terms of introducing the Red Tractor assurance scheme into foodservice and raising the awareness of the importance of British sourcing in this market.

According to Heidi Easby, Group Food Development and Innovation Director at Brakes, the catalyst that spawned the meeting of minds was the decline of British self-sufficiency in red meat from 80 per cent to 60 per cent over the past 20 years. "Jointly, we wanted to arrest this decline and support growth in this important industry. We also shared concern about the wide mis-use of the word 'local' in the catering butchery and greengrocer world. Red Tractor has been the independent vehicle to assure chefs and consumers of the safety and rearing techniques of the product that they are buying. This has wider assurances to the chef rather than simply buying ingredients from a local supplier," says Easby.

Lorna Hegenbarth, Food Chain Adviser at the NFU says: "The current relationship between Brakes and the NFU evolved from the work that Brakes had done with Assured Food Standards (AFS). AFS is a not for profit organisation with the

NFU being one of the owners along with representatives of the rest of the food chain. The NFU clearly works closely with AFS as they obviously share aims and through this we are pleased to work with Brakes."

Overall, the NFU recognises the need to make the food supply chain more sustainable so that it has a long term future. "We recognised the importance of foodservice within this, but also realised that knowledge gaps existed and therefore the ability to effect any changes was limited. While Brakes is obviously a leading player in the UK market – across all foodservice sectors including both public and profit sectors – they were also the first such company to begin addressing



the important sustainability questions and understand the value of British offering. Brakes is an obvious partner and can make the biggest impact due to the size and the nature of their clients' consumer facing business," says Hegenbarth.

Easby says that from Brakes' point of view, the aim of the special working relationship is to develop greater awareness of British produced items, support the British farmer and promote the merits of Red Tractor farm assured products to chefs and the end consumer alike. "We could see the benefits already being enjoyed in the retail environment and wanted to replicate this in foodservice – despite the fact that the supply chain is complicated as we are not selling to the end consumer," she says.

For the NFU, the alliance with Brakes has enabled farmers and growers to obtain a better

Both Easby and Hegenbarth have seen benefits from the liaison in the uptake of Red Tractor produce by the industry. "We are seeing growth in demand from our customers for UK produced, Red Tractor farm assured products. Ultimately, we

can see this vision being shared with end consumers. The knowledge that chefs can purchase product from an assured origin is rewarding for all involved in this important supply chain," says Easby, "as is transparency of supply and exceeding expectations in terms of origin and quality of product."

Hegenbarth adds: "It has given the NFU an increased understanding of the foodservice market, its key drivers, strengths, weaknesses, opportunities and threats. It helps us to pinpoint areas where change can be readily influenced and has opened up an increased awareness by the farming industry of the

opportunities within foodservice and its distribution channels.

"The benefits for NFU members are initially the increased volume of Farm Assured product from UK farmers. Increased volumes lead to the confidence to invest and, ultimately, that leads to a solid farming infrastructure, including all rural support businesses, and e.g. veterinary practices. If we want a sustainable farming industry, then it's built on confidence, which comes from long-term increased volume."



Both Brakes and the NFU are emphatic about the importance of farming and foodservice moving closer together, with Easby saying: "We have a duty to inform customers and consumers about where food comes from. The reduction in self-sufficiency of British products, especially red meat, was becoming an increasing concern for the ongoing viability of the industry. The British farmer needs the foodservice industry to develop its full potential: it cannot be solely supported by the retailers."

"The connection between us and Brakes is important to raise the profile of foodservice in the farming community – another viable route to market outside of retail. The NFU can get direct feed back from public sector caterers on what they are being asked to achieve via numerous schemes and initiatives. There is a need to reduce what appears to be a level of confusion in both profit and public sectors on what is the best way to prove sustainability. This could be a potential area of work for both parties," says Hegenbarth.

"A well regulated, robust farming system, that manages the land and resources in a sustainable manner, is the biggest contributing factor to sustainability of food supply. Feeding an increasing population, and managing the impact of that, can only be achieved if the industry has the confidence to invest, and that will be achieved by an increased profitable volume of British produce being procured," she says.

understanding of the landscape of the foodservice market, the route to markets within this and the level of imported food that exists in supply networks. It is also an opportunity to understand the link between foodservice operators and public sector catering, which will enable the NFU to be more effective in its lobbying efforts.



# Root and branch eco-c water an edge in foods



Being proud of clearing a large fir forest is not a claim you would expect from a company that cares about the environment. Yet that is exactly what is happening in the depths of the West Wales countryside.

**T**y Nant Spring Water took the decision to fell the forest of evergreen conifers covering 200 acres around its plant. Far from being destructive, this is an example of sustainability in action. The company, which for over 20 years has enjoyed an unrivalled reputation for environmental excellence, purchased the forest a few years ago with the express intention of replacing these trees with more environmentally-friendly broad leaved trees in order to improve still further the ecology of the land.

The ambitious scheme began in 2009 and the planting of the replacement native trees is being undertaken throughout 2010. The fir forests you see covering the countryside in Wales is not a natural part of the environment as they are planted intensively specifically to provide a wood crop. Apart from absorbing greenhouse gases, they do not really benefit the environment in the fullest sense as wildlife and other plants cannot flourish due to lack of light and the acidic nature of the trees. The trees in this forest had reached the end of their natural lives and so were ready to be removed which created an ideal opportunity for Ty Nant to really make a difference.

The mix of broadleaf trees that Ty Nant is planting will encourage local wildlife to move into the area by providing a habitat for native animals and insects whilst improving the environment by pulling in CO2 from the atmosphere.

The scheme will also enhance still further the Soil Association accredited organic land from which the firm draws its world-famous Ty Nant Natural Mineral Water, Tau Spring Water and its recently launched Seren Spring Water, which is exclusively for the foodservice sector.

Ty Nant has instructed that the replanting will have a density of around 1600 saplings per hectare with the new trees, all indigenous mixed broadleaves, including: Sessile Oak, Rowan, Alder, Downy Birch, Woody Shrubs, Sweet chestnut plus a mixed orchard of indigenous, traditional Fruit Trees to attract bees and other insects.

Ty Nant Spring Water Ltd, based in West Wales, has always been environmentally conscious. General Manager for Sales & Marketing at the firm, David Relph, comments: "It makes good business sense to care for your surroundings. For example, protecting the land from which our water is drawn ensures the land is unpolluted enabling us to produce great water for years to come – the most important aspect for us, as the business is dependent on water that is naturally clean.

"Ty Nant also pays heed to energy savings (reduced by over 50% - a huge saving), recycling, land management (with our massive tree replanting programme), savings in plastics and print, plus receiving Soil Association accreditation for the land. These are just some examples of the company's 'green' credentials. All these aspects of the business are intrinsic to our continuing success in tough economic times".



# Campaigns give bottled service



Despite the prevailing economic conditions, the company has even launched a new brand – Seren Spring Water – within the past year. Seren, designed for the foodservice sector, is being taken up by those restaurateurs and hoteliers who are keen on an ethical yet stylish brand as well as a great-tasting water.

Relph adds: “Through our programme of continuous improvement, both of the land and environmental credentials and also due to our portfolio offering appealing to every aspect of the foodservice sector, we are helping to ensure that the jobs we provide in a remote rural community are protected at the same time as protecting the land which provides our livelihood. We are deeply conscious of the fact that the land is in trust to those of us in charge of the firm now so that future generations will enjoy the spoils of what we do here and not suffer any consequences”.

Commenting on the launch of Seren as well as the reputation of Ty Nant and Tau Spring Water, he adds: “In recent years caring for the environment has moved to near the top of many agendas and has become an important consideration for which brands to stock. For us, it has always been vital”. For this reason, Ty Nant

invested heavily so that it can blow its own PET bottles on site with the result that this eliminates the need for lorries to transport bottles to the site so keeping 12 lorries off the road by having just one lorry delivering 750,000 pre-forms. All packaging is recyclable and in addition to the extensive land management Ty Nant also heeds what goes on inside its buildings too, having achieved significant energy reductions in recent years.

Ty Nant’s corporate social responsibility has breadth as well as depth. As part of the Environment Management System, all staff take part in an environmental awareness course and are encouraged to suggest further improvements whilst key personnel undergo IEMA auditing training or attended an EMS auditing workshop. In addition the firm’s major suppliers are scrutinised for their environmental policy, a commitment made as part of Ty Nant’s ISO14001 accreditation process.

British bottled water producers all have something in common - they act as stewards of the land, protecting the land and water source so it remains naturally free from pollutants. This progressive land management means that bottled water has a positive environmental force and is one of the aspects which most puzzles those in

the industry when confronted by a frequent barrage of criticism. This must after all be one of the most environmentally sound industries in the UK.

Near neighbours, Llanllyr Source, the first Welsh water to be drawn from Soil Association accredited land, are also justly proud of their eco-credentials and feel that it is this which helps give the water an edge amongst foodservice sector customers.

Managing Director, Patrick Gee, says: “Our water sources are totally sustainable; more water is being replenished than is ever taken out. In addition we have worked to improve our packaging from an environmental standpoint. We have reduced our glass weight by 17%; we use 28% recycled glass in all our bottles; and our outer cartons are made using 78% recycled material and are totally compostable. Unusually in the ‘bottled’ water industry, Llanllyr Source also produces canned water using material that is 50% recycled material to produce packaging that is 100% recyclable”. The firm is based on farmland and holds membership of Organic Farmers and Growers.

**Jo Jacobius**



# FROM PLANTS TO PLASTIC; The Changing World

For many growing up in post-war Britain, a time when there were fewer goods available, 'making do' was a way of life and reusing objects, like cardboard, tinfoil or glass jars, the norm. Talk to anyone in their 60s or 70s and the rapid growth of the country is put into stark relief. Not only is their resilience, resourcefulness and frugality astonishing, but one thing always comes up; the wastefulness of contemporary society. A glance further back through history reveals how our attitude to waste has evolved over time.

Pre-historic waste was essentially ash from dinner; bones, bodies and vegetable waste, and was disposed of in the ground where it composted and improved the soil. Ancient middens reveal small quantities of broken tools and pottery; anything that could be repaired and reused. Populations were small (in 5000 B.C. the population of the British Isles was around 30,000) and their impact minimal. The transition from nomadic hunter-gatherer to sedentary farmer meant a more secure lifestyle, higher population densities and waste that couldn't be conveniently left behind. And the beginning of the problem.

Until the Industrial Revolution, when labour availability became surpassed by material availability, reuse and recycling was crucial. There's evidence of bronze scrap recycling in Wales 4000 years ago, and that

our ancestors composted organic waste. Recycling was necessary and made common sense; feeding vegetable wastes to livestock and using compost as fertiliser. Pigs, essentially edible In-sink-Erators, were and are an excellent way of disposing of municipal waste. Timber could be salvaged and reused for house and ship-building.

Recycling has always existed in the form of salvage, an age-old tradition that gave us the rag-and-bone men immortalised in the '70s comedy, *Steptoe and Son*. Recovered materials included metal, leather, paper, feathers and down, and textiles. Valuable commodities like gold have always been readily molten down and re-cast repeatedly (cf. the current cash for gold ads on TV).

However, as cities grew, space decreased, and societies had to develop waste disposal systems. The ancient Greeks decreed that waste had to be transported out of Athens and created possibly the first official landfill site in 500 B.C.

The 13th century saw the first legislation in England with a largely ignored law stipulating that the front of one's house had to be rubbish free. Henry IV reinforced it law in the 1408, Shakespeare's father was nicked for littering in 1515 and rag collection (for papermaking) was subsidised by Elizabeth 1st in 1588.

18th Century industrialisation meant mass production and exponentially increased our waste output. This led to a

sub-culture of Dickensian scavenging; 'Toshers' toiled in sewers for scraps of metal, coins and the odd jewel, 'mud-larks' scoured river banks at low tides and dustbins were just that; bins for coal dust that were collected and sifted with the coarser residue used for brick making.

Not long after, we began to recognise the beginnings of a problem, as indicated by the 1848 and 1875 Public Health Acts, and the establishment of municipal refuse collection. Even then, much of the waste was salvaged, with glass and metal returned to merchants and hard core from incinerated residue being used as building material.

Here we find a key factor in recycling incentive; the degree to which a material is recycled has always reflected the economic value, perceived or practical, of the material.

In 1907 the Association of Cleansing Superintendents predicted a 'municipal change from destruction to salvage in the near future', something that has yet to happen nearly a century later, and in 1930 the Ministry of Health urged that 'the system of dumping crude refuse without taking adequate precautions should not be allowed to continue'.

Then, after the recycling dependent, 'make do' privation of two world wars, the plastic 'hit the fan'. Seen as a magic bullet to many of the modern world's problems, its benefits – such as extended food preservation – meant

**A**n estimated 70% of our waste can be recycled or composted, yet only 14% of it is. Each UK household throws away over a tonne of waste each year, despite the fact that the vast majority think recycling worthwhile. With every tonne of what we buy requiring ten tonnes of resources to produce, a floating sea of garbage in the Pacific the size of Texas and the enormous strain on the environment that our waste creates, where does this costly dichotomy originate from? Emiliana Silvestri looks at the history.

# Of Recycling

environmental consequences were overlooked. Plastic, cheap to produce and widely applied, led to the beginnings of our consumerist, 'junk culture' society, with heavily wrapped products designed to be thrown away, often with a built-in half life to ensure repeat custom.

Increased consumption inevitably generated an increase in manufacturing, industry, mining and quarrying, agricultural, chemical and food processing wastes, and, in turn, to the '70s rise in public waste awareness thanks to campaign groups like Friends of the Earth.

Growing awareness offset against the freefall, 'greed is good' consumption which characterised the '90s, with every successive government publishing ever more White Papers – 1990's 'This Common Inheritance', 'The Duty of Care' in 1992, 'Making waste Work' in 1996, 'A Way with Waste' in '99 and 'Waste Strategy 2000' – all of which sought to set targets for household and industrial waste reduction, set levies per tonne of landfill and enforce legislation for regulating nasties like CFCs.

Now, of course, we know recycling is sensible and we want to do it, but we still chuck one third of our edible food away and fill an Albert Hall (seemingly the current unit of volume!) every hour with rubbish. Recycling is just one part of a range of practices that, together,

can cut back on what ends up as landfill and reduce greenhouse gas emissions. Individual responsibility is paramount, but so is that of the manufacturer, producer and government. It seems sense that manufacturers use recycled materials to make their products, and consumers buy goods made with as much recycled content as possible. As ever, consumer power rules, and when we demand products made with recycled not virgin materials, the more materials will be redirected from landfills, saving natural resources and curbing global warming.

Technology can assist to boost the value of the recycled material - historically always an efficient cattle-prod – by reducing production costs; landfills can now be mined economically, since the density of non ferrous metals is often higher than in naturally occurring bauxite. For rare metals such as hafnium and indium, recycling is the only way to extend the lifetime of crucial sectors of the electronics industry. This is true also of gallium, tellurium and selenium, since all are past their production peak, leading to production shortages and escalating prices. Necessity always leads to invention, and if combined with compunction, i.e. legislation, and technology, human imagination, creativity and ingenuity will follow.

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Lamb Weston

# GREEN IS STILL FAVOURITE COLOUR FOR STUDENTS



Students believe their universities are stepping up to the challenge and doing more than ever to help the environment and combat climate change, research has revealed.

In previous years, environmental action has been slow to catch on in many universities, but according to the 2010 Sodexo University Lifestyle Survey, published in association with Times Higher Education, many students have seen an improvement and feel that their universities are taking more action over climate change.

In 2008, 64% of students said they would like to see their university take more action, but this figure has now fallen to 51%. When it comes to recycling, the number of students who think their university is doing enough is growing. In 2008, more than half (52%) of students thought their institution should be doing more, but this figure has now fallen to 35%, suggesting that students feel universities are starting to do their bit.

Far from being all talk and no action, today's undergraduates are a very green bunch, with two thirds of students (66%) now recycling paper and card. After that, the other most commonly-recycled items are plastic bottles (64%), cans (59%), and glass (53%). The proportion who do no recycling at all is only 18%, which has dropped since 2008 when it was 21%.

### Ethical awareness waning

The 2008 survey showed that there was a growing interest in where and how our food is produced, and on the welfare of farm animals, and although for many students this is still a key issue their concern has waned somewhat.

Today more than half (51%) of those asked said they care about food being free range, but in 2008 the figure was 63%. 37% of students cited they wanted to eat British produce, which is a slight increase from 34% in the last survey.

Fairtrade, it seems is the produce which students seem to be losing interest in with 52% citing this as important in 2008, compared to 36% this year. Farm assured and fish from sustainable fisheries has seen the smallest drop with 44% and 46% in 2008 stating it as important compared to 35% and 37% (respectively) in 2010.

Lastly, just over one in five (21%) want to eat organically-grown produce, down from 35% of students who considered it important in 2008.

"Students are extremely environmentally aware and socially conscious, and our 2006 and 2008 University Lifestyle

surveys highlighted the need to continue to provide universities with sustainable catering facilities and a wide range of ethically-sourced products," says Peter Taylor, head of universities for Sodexo.

"To meet this need, we eliminated plastic cups, plates and cutlery in our catering outlets, replacing them with items made from recyclable materials, such as starch. We also set up waste and recycling facilities at each site and actively monitor our energy output."

"Our efforts to deliver on environmental issues is continuing, with a range of energy and waste management initiatives being implemented this year."

### An unhealthy choice?

University life seems to be in stark contrast to how most imagine it. Today's universities are producing a generation of debt-ridden and anxiety-stricken undergraduates who are struggling to manage their academic, work and social life.

A worrying 50% of the UK's 1.3 million\* full-time undergraduates expect to graduate from university with more than £15,000 of debt. The number who stated their expected debt to be over £20,000 has significantly increased from the first survey in 2004, 4% to 28% today. However, surprisingly, the proportion of students concerned about the amount of money they will owe when they graduate has dropped from 42% in 2008 to 37%.

Interestingly, despite half of students at university expecting to leave university with more than £15,000 of debt, the proportion who think the debt is a worthwhile investment in their future has grown from 64% in 2008 to 67% in 2010.

Managing workload and work-life balance is a major concern for the modern-day student with a quarter

juggling a job alongside their studies and almost a half with day-to-day money worries.

As a result a vast majority of students (42%) are changing their diet in order to cut down their spending, including a large number of them skipping meals. Worryingly, it seems that students think eating healthily necessitates spending more money. More than 63% who have changed their diet, due to financial pressures, say this means they are eating less nutritious food as a result.

When asked about what matters to them most when eating out, the 79% of students asked said price was a key factor, followed by quality.



"With top-up fees adding to the financial pressures students face, it's no wonder they are seeking value for money wherever possible," concludes Peter Taylor, head of universities for Sodexo.

"Learning that students perceive healthy food as more expensive is a real concern to us and it is important that all catering providers deliver a range of meal options to suit every student pocket. By offering good quality foods at a range of prices, universities will be in a great position to entice students to eat healthily and on campus."



# RESPONSIBLE AND SUSTAINABLE SOURCING

**Footprint Forum:  
March 5th 2010**

**Experts at the second Footprint Forum say the industry must pull together all down the line to promote and implement strategies for responsible sourcing.**

The second Footprint Forum, organised by the publishers of Foodservice Footprint, attracted a wide cross section of the foodservice industry from distributors of food and equipment to operators and suppliers.

The Forum, which was held at Brakes Group's Food Innovation Centre in Covent Garden, saw Neil Stephens, newly appointed Managing Director of Nestlé Professional, take centre stage to expound his views on achieving responsible and sustainable sourcing.

Stepping up to the mark, Stephens gave the keynote address in which he stressed the importance of scale in any sustainable operation. He also warned that we all have to be more aware of what we really need and make conscious decisions not to take what we don't need.

He posed the question: "Is responsible sourcing more than just ethical?" and went on to quote champion yachtswoman Ellen MacArthur. MacArthur, who recently retired from competitive sailing to concentrate on environmental campaigning, told listeners to BBC Radio 4's 'Desert Island Discs': "When you sail on a boat you take with you the minimum of resources. You don't waste anything. You don't leave the light on; you don't leave a computer screen on. And I realised

that on land we take what we want."

"This is a perfect illustration of conscious and unconscious consumption," he said. "In order to survive we have to be more refined in what we help ourselves to. To illustrate the point, take the recent MPs' expenses debacle: just a year ago the majority of MPs caught up in it would probably have said that what they were doing was the accepted standard and that therefore there was nothing wrong in it. They have probably significantly re-evaluated their opinion since then." He said we have to do the same in terms of consumption: what was the norm is not now.



"We must urgently reassess what we really need and what we have been used to having and this is what survival boils down to. We have to stop looking day to day and for the sake of future generations we must take a longer perspective."

Following Stephens' address the Footprint Forum panel debated a series of questions from delegates around the subject of Responsible and Sustainable Sourcing. Panel members let their opinions be known in a no holds barred debate which threw up the following responses.

David Clarke, CEO of Assured Food Standards, addressed a question relating to the Government promoting polices for the UK to be self sufficient in food by warning: "Long term we have to be self sufficient in food. We cannot bank on continuing imports at the level they are now because it may become more attractive for overseas growers to supply markets that are nearer to them. We may have to revise our vision for the future."

On the subject of the future for organic production and reduced yields the panel was asked whether they thought it was just a matter of time before GM production, an issue that refuses to go away, becomes the norm. Wolfgang Weinmann, Head of Strategy at Cafedirect and an organic coffee farmer himself, had this to say: "During the past 18 months of the credit crunch

organic market products have suffered more than certified Fairtrade and Rainforest Alliance goods. If organic farmers fail to achieve realistic prices for their produce then organic production does become an issue."

Rob McFarlane of Brakes was emphatic that we have to be clear about the real or imagined benefits of organic produce and that where they exist these benefits need to be set out. As for GM he reckoned it is a subject that definitely needs to be examined in more detail. "We have to feed the world and after all, what is the difference between genetically modifying cereals and grains to selective breeding of cattle? We have been cross breeding cattle for years – after all Belgian Blue is not a natural breed," he pointed out.

From the floor Jane Carlton Smith Project Manager at the Centre for Environmental Studies in the Hospitality Industries at Oxford Brookes University interpolated: "I see the issue of GM slipping back into food. Animal feed contains GM ingredients and even organically certified food has elements of GM in it. We have found in recent research that when people choose organic meat it is because of animal welfare concerns and not necessarily nutritional ones." She went on to say other related findings showed local sourcing was high on the respondents' wish list with animal welfare half way down and concern about the carbon footprint last on the list.

In response, David Clarke commented that he didn't agree that animal welfare and organic concern necessarily went hand in hand.

Allan Edwards, Corporate Affairs and Corporate Responsibility Director of Compass, agreed with Jane Carlton Smith on the subject of GM and called for more investment into understanding the issues involved in developing GM crops: "Defra must address it. Two recent Parliamentary speeches have already included GM in

their content. The subject is already creeping back onto the agenda and there must be more research into it. Is anybody supporting development of nano-technology and bio-technology? We need to know. In terms of food security we absolutely must not stand back from it but rather look at it, understand it and assess it."

David Clarke raised the point that GM food production has already gained ground outside Europe with Wolfgang Weinmann saying: "In China, Brazil and India GM crops are growing as we speak. Now we have to work out how we can work with these countries in a way that resolves food security. We also need to know who is driving its growth in these countries? Is it business or governments?"

The thorny subject of the Carbon Reduction Commitment (in force from 1 April) provoked comment from Ian Booth, Technical Director of Reynolds, that 2011 will see some companies caught out if they haven't done their homework. "For a tonne of CO2 saved, a company is £12 in credit but failure to achieve that could cost £70 plus." So what can companies do to meet the demands of the scheme?

Paul Pegg, Vice-President of Keystone Distribution, had this advice: "Get to work with employees, look at your warehouse operations and so on. Quite simply, get employees to sign up to it and take a collaborative approach up and down the supply chain."

He went on to cite the findings of a study conducted by Southampton University of 83 retail outlets in Winchester High Street which set out to quantify the vehicle activity supplying core goods and services to, and removing waste, recycle and customer returns from the High Street premises. Around 80% of retailers used the same delivery company but 41 per

cent did not use this provider for back-loading. The average business received 2.4 waste collections a week and across a sample of 74 different retailers over 17 separate waste contractors were involved in removing recyclable waste. "Why not



share resources? Distributors must work together to create sustainable waste management solutions," said Pegg.

Neil Stephens jumped on this saying it echoed the point in his keynote speech about working together wherever possible. "It is happening. We don't always need to be competitive – we can work with other major companies and suppliers to reduce road miles and waste. Nestlé has already linked up with a major competitor to reduce Easter egg packaging which is producing savings in packaging and road miles for both of us. It takes us, the large operations to be open minded. It shows you can be virtuous and have cost savings."

However, he added that the UK is head of the game in this area and warned there would probably be greater challenges when bringing in goods from abroad where the issues of packaging and waste have not yet been addressed to the same degree.

In answer to a question from Caroline Fry, Managing Director of Charlton House, about why products with overt sustainability or health benefits come with a cost premium to operators and whether suppliers can help even out the price differential with less ethical products, Stephens said it was unfortunate and shouldn't be so but that by creating a more sustainable supply chain the knock on effect would be reinvestment in producing sustainable product in a more efficient and effective manner. Wolfgang Weinmann added: "It shouldn't be more expensive. Efficiency in the supplier chain can be built in and we are slowly building in ethical concerns.

"However, we cannot have everything healthy, sustainable and on the cheap. It is a fact that in the UK we now spend less on food than we did 10 years ago and the reason for that is because we didn't build in long term sustainability."

As for the burning question about why the Armed Forces don't get British bacon despite the Government's much vaunted



> continued from page 35

policies promoting self sufficiency in food, the simple explanation, according to Rob McFarlane, is because it is more expensive than imported product. "We struggle to source 6-7 tonnes a week," he said. "It doesn't help that military personnel only like back bacon. We have tried other cuts such as collar and middle but the feedback from the front line is they find it too fatty."

Allan Edwards' response was unequivocal: "The problem is compounded because so many British bacon suppliers have gone out of business because they got no favours from the Government. Also, there are serious cost considerations to take into account: thousands of squaddies need three meals a day amounting to 4,000 calories and the Government allows just £3.60 per soldier per day to do this. Who is going to pay the extra premium for British bacon?"

But it is not all bad news according to Rob McFarlane who concluded: "Cattle prices are better as the UK beef industry is getting back into growth – in fact we pay more for beef imports at the moment."

As the second Footprint Forum closed, the message coming from speakers and the panel of industry experts was that responsible and sustainable sourcing offers big challenges for all; that it needs to be addressed in the long and not short term and that – radical suggestion – competing businesses and organisations can work together to achieve this goal.

**The next Footprint Forum is on 27th May hosted by Pret A Manger. 'Foodservice; the throwaway industry' will focus on packaging.**

**For further information please contact [events@footprint-forum.com](mailto:events@footprint-forum.com)**



## THE FOODSERVICE FOOTPRINT FORUM PANEL

### **Chairman: Peter Farrett, Managing Director Farrett and Co**

Peter Farrett established his own consultancy in 2005 offering medium to large organisations strategic business and marketing advice. Although specialising in food service and the retail sector, with clients such as Selfridges and Brakes Group the list also includes Experian and the Cabinet Office. Prior to this Peter was on the Brakes operating board for four years after a leaving Allied Domecq Retailing where he was Marketing and Development Director. He has also worked for McKinsey developing a FTSE 100 multi-national's marketing strategy.

### **Keynote Speaker: Neil Stephens, Managing Director, Nestlé Professional**

Neil is the new Managing Director UK and Ireland of Nestlé Professional. He previously headed up the Tesco Global Business Team as part of the retail division of Nestlé SA and was Nestlé UK Food and Beverage Sales Director prior to his global role.

### **Ian Booth, Technical Director, Reynolds**

Ian has extensive experience implementing Food Safety systems across a range of food businesses such as Tesco, Cadbury and Winterbotham Darby, both in the UK and overseas. With an increased requirement for Environmental Systems (BS855 and ISO14001) and Health and Safety (OHSAS18001) these are now integrated into the overall technical management at fresh food distributor Reynolds.

### **David Clarke, CEO, Assured Food Standards**

Having graduated as microbiologist, most of his early career was in the Forte Group where he was ultimately Technical Director with particular responsibility for supply chain management. In 1997 he spent a year with the United Kingdom Accreditation Service establishing the principles for accreditation of inspection and certification in the food industry. He became Chief Executive Officer of Assured Food Standards in 2000 and has been a member of several industry and governmental advisory bodies.

### **Allan Edwards, Corporate Affairs and Corporate Responsibility Director, Compass Group UK and Ireland**

Allan Edwards has more than 25 years' experience of stakeholder engagement and communications at a senior consultant level. He has been a civil servant, a public affairs and media consultant, and has worked in 35 countries with Diageo. He joined Compass Group UK and Ireland in April 2008 and is the architect of its corporate responsibility framework.

### **Rob McFarlane, Director of Meat and Poultry, Brakes**

Rob's expert knowledge of the meat and poultry industry has ensured that Prime Meats, Brakes' speciality butcher, is renowned for quality meats sourced with unquestionable integrity. McFarlane is passionate about supporting British producers and currently more than 65% of the range is sourced from British farmers. He ensured Brakes was the first delivered foodservice business to offer its customers Red Tractor products.

### **Paul Pegg, Vice President, distribution Europe, Keystone Distribution UK**

Paul Pegg joined Keystone distribution UK in 2005 and has led to record service levels. He also oversaw its award-winning, pioneering work to create a 100% biofuel from used cooking oil. Pegg has spent his entire career in logistics and supply chain, including third party logistics service providers and consultancy. He also writes articles on corporate social responsibility and innovation for trade magazines.

### **Wolfgang Weinmann, Head of Strategic Development, Cafédirect**

Wolfgang Weinmann joined Cafédirect in 2005 following a diverse career in the sustainable field. Prior to his present role, he was Head of the Producer Partnership Programme, the company's unique social return initiative for and with producer partners in Asia, Africa and Latin America. As Head of Strategic Development at Cafédirect, he sets the strategic direction for the company's positioning as a sustainability leader and pioneer.



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# Ethical Tastes

Ethical and sustainable production is at the heart of Cafédirect's business. Its hot beverages have won many awards showing that ethics and a great tasting cup of coffee really do go hand in hand.

Jenerosa Kaliuntu picks tea at the Michimikuru Tea Growers' Factory in Kenya



Energy saving stoves like this one in Kenya use 30-370% less wood than traditional stoves



Sorting freshly picked tea leaves at Michimikuru in Kenya

**A** pioneer in ethical business practice, Cafédirect began trading three years before the Fairtrade Foundation mark was first used in the UK and became the first coffee brand to carry the mark. In 2004, the company successfully executed the UK's biggest ethical public share issue, raising £5 million from 4,500 investors and enabling its grower partners, consumers, employees and founders to own shares in the company.



**Women in Kenya gathering wood for heating and cooking in their homes**

Today, Cafédirect works with 40 grower organisations across 14 countries, encompassing over 280,000 farmers and directly improving the lives of more than 1.6 million people.

Cafédirect's product range is 100% Fairtrade, recognising the importance of a guaranteed price and an ethos of behaviour that goes beyond the usual buyer-supplier relationship. As Impact and Sustainability manager, Whitney Kakos says, "We have two growers on the board and growers who own shares in the company, which gives them a voice in how the business is run. More than 50% of our profits have been re-invested into producer partners' businesses, strengthening infrastructures and helping them to become more sustainable enterprises. For example, in Uganda we have funded quality improvement workshops as well as the purchase of digital weighing scales for the tea, which make the process much more transparent for farmers".

The company has published a Gold Standard in which it promises to be grower focused. They work directly with smallholder growers through long-term partnerships which seek to reduce the disproportionately high risks they face in the global market, increase value at origin and strengthen their voice in the company's operations. It also undertakes to pay a price that recognises the cost of sustainable production, supporting the positive impact smallholder growers have on the

environment, and strengthening their ability to adapt to climate change.

The latest strategy to be implemented by the company is for grower organisations themselves to decide how to spend the profit invested into their businesses. A three-year environmental strategy addresses impact along the entire supply chain, including those parts Cafédirect doesn't control.

As Kakos says, "We never air freight, we always ship full containers, and we have bold plans in place to reduce our carbon footprint all the way from bean to cup and beyond. We have funded research with our partner the German Technical Cooperation (GTZ) into the effects of climate change on smallholder farmers (280,000 make up the Cafédirect farming community), and have been able to implement activities which work with small farmers to help them adapt to the changes in climate they are facing."

She went on to cite one example of these adaptation strategies where one group of Kenyan tea farmers were provided with fuel efficient stoves for their dwellings. Women no longer have to travel long distances on foot to collect wood for their home fires, saving time and energy. "There is a high demand for fuel wood and these new fuel efficient stoves use only three sticks where three bundles would have been used before, decreasing pressure on local forests. This project is an example of how we're producing great tasting products with ethics built in," she said.

Quality improvement of the product is of prime importance. "Cafédirect supports the training of cuppers ensuring consistent quality from bean to cup. Our procurement team tastes green coffee six times and the



**Felix Figueroa, smallholder cocoa farmer from CONACADO in the Dominican Republic**



**Lydia Nabulumbi, Coffee Quality Officer, in the cupping lab at the Gumutindo coffee cooperative in Uganda**

final product is tasted two to three times before dispatch to ensure that the customer always gets a great cup of coffee".

"Our attention to detail has paid off – we have won 10 Great Taste Awards for our products in the last two years" she concludes.

Cafédirect, probably the best known name in retail and foodservice Fairtrade coffee, has been a presence in the UK market for 19 years and was born out of the International Coffee Agreement collapse in 1989. The collapse sent market prices plunging, and put the lives of millions of smallholder farmers around the world in jeopardy. Reacting swiftly to the disaster, three coffee growing 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 and so Cafédirect was created.

Cafédirect is the result of a joint decision by Oxfam, Equal Exchange, Traidcraft and Twin Trading to bypass the conventional market and buy coffee direct from disadvantaged growers in developing countries. In the past five years alone, the company has invested more than £3 million of its profits directly into the businesses and communities of its growers, and paid more than £7.5 million over and above market prices for raw materials.

# The CRC Energy Efficiency Scheme: Benefits for all?



The Carbon Reduction Commitment (now known as the CRC Energy Efficiency Scheme) came into force on April 1st amid concerns as to the state of both readiness and awareness in British business as to the implications. Ian Booth provides an overview of the scheme and shows, through his activities as Technical Director of Reynolds Catering Supplies, how the basis of the scheme can also be used by those companies who are unaffected but still wish to improve their environmental practices.

## What is the CRC Energy Efficiency Scheme?

The CRC Energy Efficiency Scheme (formerly known as the Carbon Reduction Commitment) is the UK's mandatory climate change and energy saving scheme, which commenced at the beginning of April. The scheme will affect businesses who consume more than 6000MWh of electricity per year. This approximates to an annual electricity spend of £500,000 per year. It is expected that this will affect retail chains, bank groups, government departments, hotel groups and local authorities, as examples. This is an estimated 5000 public and private sector organisations, though this could stretch to as many as 20,000. Companies are required to record and declare the usage of energy including electricity, gas and oil. Transport fuel is not included as criteria for assessment and the data for 2008 has been used to identify if an organisation will be subject to the Carbon Reduction Commitment. It is worth noting that if half hourly meter readings are used, then within 2010 the company will need to declare whether or not it qualifies for the scheme.

The scheme is central to the Government's strategy for improving energy efficiency and reducing CO2 emissions, as set out in the Climate Change Act 2008.

It has been designed to raise awareness in large organisations, especially at senior level. It is a mandatory scheme that aims to improve energy efficiency and reduce the amount of CO2 emitted in the UK. The government's target of reducing greenhouse gas emissions by 2050 is at 80% compared to the 1990 baseline. Participating organisations will have to monitor their emissions and purchase allowances, initially sold by Government, for each tonne of CO2 they emit. The more CO2 an organisation emits, the more allowances it has to purchase. As well as reducing carbon emissions, it is aimed that by increasing energy efficiency the scheme will help organisations save money by reducing their energy bills. In addition, the better an organisation performs in terms of reducing its emissions, the higher it will appear in the annually published league table, showing the comparative performance of all participants.

The scheme is mandatory and places legal obligations on organisations to disclose information and if a business does not comply, fines will be imposed. For example, if a company fails to register by the required deadline it could receive a fine of £5,000 or where submitted carbon emission data varies more than 5% from actual, a £40 per tonne of CO2 could be imposed.

With regards to timescales, The Carbon Reduction Commitment scheme officially began in April 2010, with the official registration period up until September. In April 2011 there will be the first sale of allowances to cover the following year's forecasted emissions and in July 2011 a business must submit their Footprint Report. October 2011 will see the first Recycling Payment being made.

This is a very succinct summary of what is a complex scheme but it is clear that for the businesses affected, there are significant resource and financial considerations.

Within the scheme, the first year's assessment is based on 'Early Action Metrics'. Essentially there are two areas in which an organisation can qualify for bonus payments. The first of these can be obtained by achieving the Carbon Trust Standard and the second by Automatic Meter Reading for Gas and Electricity (the equipment must also meet a minimum standard in its ability to capture, store and retrieve data at half-hour intervals, and provide software to manipulate the data into usable data).

#### What about if a business is not affected?

As we have seen, the scheme affects businesses who consume more than 6000MWh of electricity per year. However, there are areas of this scheme which can benefit organisations that fall outside these parameters and be incorporated into their overall carbon reduction policy, or be included in its corporate social responsibility policy.

Reynolds Catering Supplies is a prime example. It is a medium sized foodservice business (650 employees and 170 vehicles) specialising in the procurement, storage and distribution of chilled goods, specialising in produce. The company is family owned with a strong greengrocery history. As a family business one of the core values of the company is consideration of the impacts of the business in the environment, and subsequently a duty of care to the employees and families.

The company also has a strong background of compliance. The strategy within the technical department is to develop a Management System which incorporates best practice in all areas of compliance under the control of the business i.e. food safety, environmental

and health and safety. In essence this is the core of our Corporate Social Responsibility strategy. We take pride in this implementation and are keen to understand how we can use best practice and industry standards to continue to improve our systems. An example of this is the British Retail Consortium (BRC) Technical Standard for Food with which we have been certified to since the initiation of the standard, the recent audit in March 2010 has seen the company achieve Grade A with no non-conformances.

The CRC Energy Efficiency Scheme offers further considerations, systems and structure to carbon reduction:

- Establish comprehensive monitoring and targeting mechanisms
- Collect and record procedures
- Assign responsibilities and ownership for energy reduction tasks
- Carry out regular reviews of data collection
- Reduce emissions within the scheme
- Proactively develop a strategy to identify and implement future energy savings

At Reynolds we completed a Carbon Trust survey three years ago, and incorporated the recommendations from this into the Environmental Management System on site. BS8555 was implemented shortly afterwards; this is the phased approach to ISO14001, which we aim to achieve this year. The Carbon Trust Standard offers a further structured basis for a specific part of our environmental strategy relating to resource usage, and includes a scoring system for compliance. As a business, certification against the standard should be a consideration. The Carbon Trust Standard essentially requires an organisation to calculate its carbon footprint (including transport), demonstrate absolute or relative reduction in carbon emissions by more than 2.5 percent per year, and demonstrate good carbon management. A Carbon Footprint Calculator is provided (which follows the principles outlined in the Greenhouse Gas Protocol). The following are used to determine whether the criteria have been met; the Carbon Footprint Calculator is used to calculate an organisation's carbon footprint and the reduction in this footprint over time. The Assessment Form summarises the carbon footprint information and includes a series of questions on carbon management.

Example evidence may include a

description of energy management systems, monitoring & managing fuel performance and mileage or energy survey reports or key investments for example lighting controls or purchasing fuel efficient vehicles.

It is clear from the above, that the Carbon Trust Standard also considers transportation fuel; this is not covered within the CRC Energy Efficiency Scheme but has given a basis for a number of areas to be considered at Reynolds. For example, within the Distribution department, targets have been set in relation to fuel consumption i.e.

mpg per vehicle and total mileage as a proportion of sales. The company has also considered environmental factors during investing in new vehicles with upgraded

refrigeration and less 'rev's'. Training within the department has also had significant focus (all team leaders are trained to class 2 level, Drivers assessed every 3 months and there is a driver of the year scheme). The Distribution Department is also making use of technology available to it in fleet management, such as regular route reviews, Telematics fitted in Artics and Class 2 Vehicles, and Idling reports

We are proud to be able to confirm that so far, these initiatives have resulted in the average Miles Per Gallon increasing from 9.8 to 11.25 over the last 8 months, so far this year 8755 tonnes of CO2 have been saved compared to the previous year, and the continued use of backhaul has seen a further saving of 800 food miles per week in the last 3 months alone. Initiatives currently in development include double deck trailers, 'Urban Artics' trialing in London, further backhaul, live tracking to be in place within 6 months and a continued move towards a euro 5 vehicle fleet.

At Reynolds we will be monitoring closely the impact of the Energy Efficiency Scheme over the next three to five years as it develops, and whether this will be expanded to incorporate more business, or drive further energy reduction systems and initiatives.



# UNSUSTAINABLE EXPECTATIONS

Footprint puts an equipment distributor and a major manufacturer on the spot to ask whether they think the UK foodservice industry is really prepared to go the sustainable route when new kit is specified. Kathy Bowry reports

**N**ick Howe, MD of London-based distributor Court Catering Equipment, and Bill Downie MD of eco friendly commercial warewashing giant Meiko (UK) tell it how it really is and their take is not exactly encouraging: it seems the UK hospitality industry is a veritable hot bed of cold feet when it comes to buying into sustainable equipment.

Both Downie and Howe are of the opinion that a large proportion of the industry is not committing to purchasing sustainable equipment because of cost or operational constraints even though the benefits to be reaped over time are extremely positive. "Every other customer we get says they are looking at putting in more sustainable kit. But the reality is, when we spec the kitchen with eco friendly equipment there is a short term cost implication and they back off fast. But if the customer took a longer view and factored in life time costs of the equipment, the savings on running costs would pay for them," says Howe.

They both also say there is a lot of confusion about what the most energy efficient products are so caterers start off from the back foot when it comes to making the right choices. Nevertheless, according to Howe, refrigeration manufacturers seem to have got a grip on what is required. "Some manufacturers have gone a long way down the road and I am impressed with Gram for one: their new cabinets switch to dormant outside busy periods saving energy very efficiently," he says.

It is very hard for operators to make informed choices between any types of commercial catering equipment because claims for sustainability are made by the manufacturers themselves and not by any independent body, says Downie. "Unlike food labelling, there is no industry standard.

One cannot say categorically one piece of equipment is better than another. For example, is a Falcon six burner range better than one from Moorwood Vulcan, Lincat or Parry? There is no way of measuring it," says Howe.

"Manufacturers put information into the marketplace about their products saying that it will save you £20 a day. Compared with what?" asks Downie in exasperation; he advocates a UK standard comparable to the Energy Star rating system used in the US. "Manufacturers in the US have to pay to have their machines tested to a set standard – the Energy Star system.

"We should be doing the same here. Equipment should be tested like for like and given a rating between one and five stars according to its energy efficiency. You can then go to the customer and say yes, this is a five star oven. You can measure it! By this means you hand the buyer the means to judge. We need an industry body to oversee and develop this much as WRC has with WRAS. Industry bodies such as the Catering Equipment Suppliers Association (CEDA) and Catering Equipment Distributors Association (CEDA) need to be addressing this," says Downie.

The Catering for a Sustainable Future Group is currently doing work on monitoring energy consumption of catering equipment in school kitchens to try and set benchmarks for energy use but this will take time. And, of course, every operation is different – a primary school is a very different kettle of fish to a hotel, a university, a pub or a restaurant.

"Take some – not all – breweries. They are cost driven and looking at the short term only. Yes, you can try to promote sustainability to them but most pub kitchens are not big and they are looking for speed," says Howe who reckons these considerations bounce sustainability



**BILL DOWNIE** is MD of Meiko (UK), manufacturer of a cluster of award winning green warewashers and supplier of environmentally friendly waste management systems. Meiko machines can be found in all sectors of the industry from top end Gleneagles Hotel and Pennyhill Park Hotel to hospitals, universities, prisons and schools through to High Street chains, restaurants and pubs. Meiko's aim is to produce machines that not only deliver savings on energy, water and chemical usage but also incorporate fully recyclable components as evidenced by its DV80 hood machine that is 98% recyclable.



**NICK HOWE** is MD of Court Catering Equipment established in 1976 and specialises in the design, supply and installation of commercial catering equipment. Winner of the prestigious Catering Equipment Distributors Association Grand Prix Award 2009 for its work on River Café kitchen, Court Catering Equipment has also undertaken installations at Chelsea Football Club, put in an 'eco' kitchen for Macdonald Manchester Hotel and has recently stepped in at short notice to furnish Ranelagh Primary School, Newham, which is piloting free school meals for all primary schools, with all the equipment it needs for the task.

concerns straight into the back seat. “More and more operations want everything turned around quicker and faster. Now, if we were talking cars you would need a bigger engine. It is the same here. Those operators certainly aren’t looking at lifetime cost which is what you have to factor in to get the most benefit from any investment in sustainable equipment.

“On the other hand say a big hotel with 400 rooms-plus takes one of Bill’s big rack warewashers equipped with heat recovery, heat pump and reduced kW loading plus chemical savings. It is easy to work out the savings over the projected life of the machine,” says Howe. “That machine will be on the go 365 days of the year, for most of the day, dealing with normal mealtime service plus banqueting, functions and room service, so payback on the energy saving features can be calculated and would be well within the first year.”

“If you put a similar product into a primary school where it is used one and a half hours a day, five days a week in term time, payback takes forever. This situation has happened because local authorities have decided they only need staff from 10-2 instead of 9-4. In a perfect world we would recommend a smaller machine but it is all about staffing levels. At one time there used to be up to 10 people in the kitchens but not any more,” says Howe.

Downie points out: “By investing in a semi automatic machine with cutlery lifters and so on, they can reduce staff, but let’s be realistic here. The first things that come off when the project goes over budget are the environmentally friendly features such as heat pumps, chemical savings and so on.”

It is a situation Howe has come up against many times in recent years. “We were called in to design an ecologically friendly kitchen for a restaurant with a sustainable theme. Front of house had a counter made from recycled yogurt pots and the rest of the restaurant was made from other reclaimed and reprocessed materials. No expense was spared. It looked amazing. We specified the equipment for the kitchen and the bill came to £280,000. Unfortunately there was only £150,000 in the budget – it had all gone on the restaurant. So what happened? Exactly what Bill said: all the energy saving features were whittled away.”

“By investing at the front end it is possible to take advantage of the sustainable features. As well as the equipment

itself, they should be looking at planned maintenance and breakdown cover. Maintenance is imperative both to prolong longevity and to ensure equipment works properly,” says Downie. “Don’t leave warewashers on standby in between shifts, turn them off. Also if you let them get lime-scaled you can lose 30 per cent of power. The way to be sustainable is to use as little water and energy as possible and maintain your machines.”

Howe poses the question: “We have been talking about lifetime cost but what is it? It all depends on the equipment and amount of maintenance involved to keep them tip-top. Take fryers – there is an awful lot of maintenance involved there. The lifetime of the product depends on day-to-day maintenance and care. The better you look after them the more efficient they are and the longer they last. If you don’t look after them then they will be inefficient and they won’t last long.

“The end user has a lot to answer for and they need to look at efficiencies. Energy management systems that monitor kitchen equipment are useful but they have to be monitored in turn. Who checks them?” asked Downie.

“Nobody”, they both cry in unison. “It is the car analogy again,” says Howe. “How many of us check oil and water nowadays? We don’t though we should. We leave it until the service. And that is what happens in commercial kitchens, the day to day upkeep is left to somebody else to take care of. Nobody takes responsibility.

“I cannot understand why chefs hate the gas burners flaring away – it is instant heat and instead of turning the burners off they shove the pans away from them. The trouble is there are a lot of cooks around – and I don’t mean chefs – who just don’t know how to use them properly because they haven’t been taught,” says Howe. “I cannot tell you how many kitchens I have been in and seen staff defrosting by slinging the stuff in the sink and turning on the cold tap and leaving it run. What a waste when you think that water and energy are the biggest costs you have to pay for up front.”

Downie concurs: “That hasn’t changed in years. I was a chef many years ago. At 4.30 in the morning the ovens would go on full blast for the breakfast shift and they wouldn’t go off again until the evening shift left at midnight,” says Downie. However, he does have a solution to the problem – apply current working practice already used in kitchens up and down the land: “The

chef buys in food at a price to turn a profit and he gets a bonus for doing that. But I bet many chefs have no idea how much fuel they are using. Put a budget together for that and give the chef the same sort of incentive and I will guarantee energy bills will fall.”

According to Howe: “It is a sad fact that when it comes to sustainability this is more likely to be achieved on a larger site. The truth is the smaller the kitchen the harder it is to find product that suits. Smaller kitchens, smaller operations, smaller budgets: they simply cannot afford to go along with it.” However he does have some words of hope to offer.

“Smaller operators should consider joining together to set up a buying consortium so they can negotiate better rates. Although installing traditional six burner ranges is a large part of my business – I am going out on a limb here – I reckon induction will be the biggest help to small operators searching for sustainable options. Team induction hobs with a combi oven and although this costs more initially, running costs will be less, kitchens will be cooler and the need for extraction will also be reduced. The potential is huge. However, whilst the downside is an all electric kitchen, the upside is if it was gas you would have to flue.

“On dishwashers in small kitchens you cannot have heat pumps because of the size of the box,” points out Downie, “but you can still reduce water consumption, which is one of the big costs, as manufacturers are making tanks smaller. Smaller tanks obviously mean less water but also lower chemical use all of which shows on the bottom line.”

Howe has one last comment about the ‘woolliness’ of some sustainability practice saying: “There are times when efforts to reduce the carbon footprint become a joke. On a recent installation we had to provide time sheets for all our movements on the site. The project manager wanted to show the carbon footprint for the project and he asked how we could help reduce it. ‘OK,’ we said ‘we will come to the installation once a week’. But apparently that wouldn’t do as they needed us there every day. So we had another think and offered to make one delivery instead of several but that wouldn’t do either as it needed to be a phased delivery because there was no room on the site for storage. So before you start you are hamstrung!”



# PICKING THE PERFECT PARTNER

With distribution being a key battleground in the fight to reduce the industry's environmental impact, Footprint asked Paul Pegg of Keystone Distribution UK for a few tips when it comes to selecting a distributor for your business.

As Vice-President of the organisation which exclusively manages the complete supply chain and distribution to McDonald's 1,200 UK restaurants Paul can offer considerable insight and suggests you ask six crucial questions before signing a contract.

There's an old proverb that says: customers are not inherited. You don't have to look too far to see the reality of this on every high street. Take the example of a bustling restaurant, loved by all its patrons. The owners sell-up and a new team take over what is a thriving business. Yet, almost inexplicably, the popularity bubble is burst and its formula no longer works. The food tastes the same but customers drift off. Something about the quality isn't the same and the magic ebbs away.

Quality is made up of many facets, and the whole is greater than the sum of its parts. But determining this magic mix isn't always easy. Many companies realise this. So they take great care with sales, customer service and finance. They source high quality food and adhere to excellence models that aim to take care of every aspect of quality. But then they employ a low quality distributor – the type of company that is little more than a warehouse and a fleet of wheels. This type of distributor often knows very little about the foodservice outlets it delivers to. Its task is simply to drive up and deliver a few boxes before going on to another job.

Choosing the wrong company to distribute your goods can affect the quality of your foodservice offering. So it's vital that you consider potential new suppliers very carefully. The secret is to look at

where a distributor can add extra value. Of course, it's essential to take care of the pennies and pounds but don't let price be your primary decision making tool. Instead, ask a series of probing questions to find out more about the company.

The following six questions will help you to pick the perfect partner.

## WHAT IS YOUR OVERALL COMPANY VISION?

Choose a supply chain partner who is able to see the bigger supply chain picture. Make sure that it is one that will add to every aspect of your business and who clearly understands you. Remember, true understanding is about more than just the specification of the distribution system. It's also about knowing the needs of the managers at the foodservice outlet and working in partnership day in, day out. Ask yourself: 'How willing is this distributor to anticipate the needs of my company and do that bit extra to help us through difficult times?'

## HOW EMBEDDED IS YOUR QUALITY CULTURE?

In some companies, the quality management process is something that sits on a shelf and only comes out when the auditors come in. But quality needs

to be something that is lived by every member of the organisation from the boardroom to the warehouse. It needs to be part of the culture and something that is believed in and delivered by everyone. Look for evidence of a culture of continuous improvement by asking a range of staff members about their views on quality.

Your supply chain partner needs to be a company that is good at proactively spotting what it can do better with an open attitude to making changes.

## WHAT IS YOUR PEOPLE POLICY?

It's important to choose a supply chain partner that trains and develops its staff effectively. If you were hiring an employee you'd insist on seeing the CV of the person you were employing. Treat prospective distributors in the same way. Ask to see the company's staff training and development plans. And look for evidence of strong internal communications systems and employee engagement strategies.

Simple tools such as forums, employee newsletters and intranets demonstrate that employees have a voice in the organisation. And they help to give you a flavour of the type of people that the company employs.

Make sure you also interview one or





two of the drivers to find out if they are the sort of people you want delivering to your restaurants. Research has shown that around three quarters of drivers in the distribution industry don't know about the business they're delivering to, how to look after the products, or the health and safety procedures of the customer. You should be confident that the employees understand the business that they're being enlisted to service. The rule of thumb is to never hire a distributor without a deep or implicit knowledge of their human resources policies.

### WHAT IS YOUR CORPORATE SOCIAL RESPONSIBILITY AGENDA?

Over the next five years, sustainability and environmental issues will come to the fore and all companies will be obliged to have relevant policies. So make sure you look at the sustainability practices of potential supply chain partners. Don't enter a three-to-five year contract with a company that doesn't have a sustainability perspective today. Progressive companies will have a corporate social responsibility agenda that treats both employees and the environment well.

Don't give a large part of your company to someone who doesn't understand the need for excellent HR and sustainability practices.

### WHAT MAKES ME DIFFERENT?

Short-term supply chain relationships can do more harm than good. It takes time for a distributor to fully get to know your business. And by knowing you inside out, they can save you money by implementing personalised initiatives such as hedging fuel costs, installing special routing software and using telematics for fuel efficiency.

Through a collaborative approach, a distributor can add much more value. Instead of just doing the physical distribution, they can also look at what happens when the delivery arrives, such as the efficiency of the stock holding and health and safety. Look for a supply chain partner who will work with you to create an agenda that adds ever-increasing value to your business.

### CAN YOU LAST THE COURSE?

Finally, it's all very well choosing a distributor with a host of added extras. But they've got to be able to perform day in, day out. Choose a company that prides itself on guaranteeing to deliver the right items on-time, at the right quantity and temperature, with the correct use-by dates. A quality service also includes traceability. There needs to be a guarantee that any box, pallet or delivery can be recalled

at any time should there be a problem with the supplier, warehouse or dispatch system. The temperature in the warehouse and trucks also needs to be carefully monitored to meet required storage temperature. And there must be stringent hygiene practices in place.

Just like the once-bustling restaurant that gradually sheds customers, negative changes to the quality of the supply chain can happen in a slow, insipid way that may initially go unnoticed. You might find that the distributor saps your time, energy and attention, instead of adding value to your business. They may be reactive rather than proactive, waiting for you to lead the way with initiatives and innovations. Or they may simply not have the type of quality culture that demands continuous improvement at all levels. Unless there is a food scare or other disaster, it's unlikely that your customers will leave in droves. However, a quiet unrest can happen internally, which eventually affects the quality of what you put on your customers' plates.

A supply chain partner shouldn't be a marriage of convenience, but a true partnership based on trust and the willingness to go the extra mile to get the job done. Choose carefully and pick a partner who truly cares about your business.

# PITFALLS OF 'GREEN' PR

As concern for the environment permeates the nation's psyche and businesses strive to promote green credentials at every opportunity, there is a danger of cynicism setting in as some of the more spurious claims are revealed.

Footprint asked Andrew Lane, Managing Director of Rawlingson Lane Publicity for his advice on how to avoid this potentially damaging scenario.

All too often we are subject to communication that claims to promote sustainability, whether through the use of terms like 'green' or through descriptions like 'environmentally-friendly'. Frequently though, these claims can be misleading to the consumer, and potentially embarrassing and damaging to the company. As more and more organisations seek to convey the positive changes associated with their business, the trend for ethical communications appears to be more popular than ever before. With this in mind, it is essential that Public Relations practitioners – the ones who should be setting the standard for responsible communications – effectively communicate honest, truthful and accurate messages. This means eliminating the possibility of 'greenwash' – the term given to any unproven or unrelated environmental claim by an organisation that either conflicts with or does not live up, to the true facts. This is especially so if PRs are to gain trust in the client's brands and products. It is now becoming apparent that many consumers are sceptical of the green information they are exposed to, and so the challenge is how do we avoid the stigma of 'greenwash' and is there a solution to this increasingly common problem? At Rawlingson Lane Publicity we have devised five simple ways to help strengthen our clients' environmental message and thereby help to give it greater credibility:



## Avoid 'fluffy' language and jargon

Don't use words or phrases that have no clear meaning, and be careful to avoid the use of jargon and terms or words that only a scientist would understand – this comes back to knowing the audience your communication is targeting. By all means use scientific terminology, but be careful not to bamboozle people with too much technical information!

## Make sure you can support claims

Remember to support claims with evidence from a credible source, but don't be tempted to make-up third-party endorsements in order to make a statement look trustworthy. Do not 'greenwash' in an attempt to enhance the value of a brand by making untrue, inaccurate, social and environmental impact claims. When it comes to foodservice, support claims by using an independent body such as "The Centre for Environmental Studies in the Hospitality Industry" (CESHI) at Oxford Brookes University or reputable/relevant trade bodies. Do not rely on research that has been generated for consumer use to impress a foodservice professional.

## Avoid irrelevant claims

It may be tempting to focus on a small attribute in order to please your intended audience – particularly if a brand is looking to differentiate a product or itself through environmental attributes – but you will leave yourself open to the 'yes, but look at' response from competitors or critics who will try to discredit the claims you are making by highlighting other, less 'green', product attributes.

## Best in class! So What?

Claims to be 'greener' than your competitors will not hold water if in reality 'greener' is not green at all! Whilst the web has brought many benefits and opportunities to all communications agencies, it has also put a major research tool in the hands of businesses who want to purchase our clients services or products. The ease with which our claims can be checked, and informed judgements made, should not be underestimated.

## Beware new media, it can bite!

Many companies, encouraged by agencies, have jumped on the new-media bandwagon without thinking of the downsides. Twitter, for example, now has many corporate/brand "Tweeters", but Twitter, as a two-way communication, will allow those that wish to query your claims to do so in a public space – where they get to invite the audience. Those working in the foodservice industry should be communicating credible and legitimate messages that do not just end with your customer. Be aware that the messages you put out there will go through a chain; first to foodservice operators and then to consumers. Therefore, if when the message reaches the consumer it is challenged and/or discredited, the supplier's relationship with the foodservice operator could be damaged. Whoever you trust with your brand communication, whether in-house or agency, be sure they have access to all the facts so that the messages they put out are relevant, supportable and most of all, believable.

# Provenance

From people who care  
To people who care



[www.reynolds-cs.com](http://www.reynolds-cs.com)

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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