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**David Burrows**  
Editor-in-chief

## Is it time for a debate on GM?

WE ALL remember the shampoo adverts, the ones where actors with shinier than natural hair boasted of taking only one bottle into the shower. Shampoo and conditioner in one bottle was a 90s phenomenon, I think. In the noughties we were then able to take in shower gels that washed and conditioned our hair too. This decade, I foresee a new campaign, encouraging us to make use of the free hand we have (with only one bottle to carry) to take an egg timer into the shower.

Yes, an egg timer. Don't worry, it's a waterproof egg timer. Various water companies are dishing them out free to residents to encourage them to cut back on their shower time. Some would argue that time and money would be better spent preventing the 3.3 billion litres of water that escapes through leaky pipes every day. But, regardless, all would agree that water is a huge environmental issue.

At the City Food Lecture last month, Sainsbury's chief Justin King suggested that water was a bigger challenge than carbon for food businesses. The panel after King's speech was flooded with questions about water, and how to tackle the issues. Just a week later, the Government's drought summit took place as some parts of the UK were confirmed as officially 'in drought' (page 7). The Environment Secretary Caroline Spelman called on everyone to "use less water and to start now".

A few minutes less in the shower is one thing, but for food businesses the pressures are more acute; battles for available water are already emerging between domestic use and business use, including that to grow food. The Government's summit outlined plans to encourage farmers to set up water abstractor groups and consider on-farm storage. But some might argue that this will only take us so far. It's ironic that as the pressures on our food system pique, so too has the debate around genetically modified (GM) foods. Could this technology – that Europe derides yet the rest of the world embraces – provide the answer? (pages 6 and 8).

A poll on the Foodservice Footprint website suggests that 78% of you want to re-open the debate on GM, while just 11% want nothing to do with the technology. I wonder whether those of you in the latter group, voted as a concerned consumer or as a business reliant on a food supply that your clients demand? Or how many of those of you that said 'yes' are pro-technology or simply pro-choice?

It's an intriguing debate and one which has challenged the ethics and thinking of the world's biggest environmental groups for many years. GM is certainly not a magic wand that will solve all our sustainability challenges, but might it deserve a second chance? You certainly seem to think so.

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## This month's contributors



### Paul Pegg

Next month will see an end to the 20 pence per litre tax differential for biodiesel produced from used cooking

oil. Keystone Distribution Europe VP Pegg argues that this could lead to some distributors abandoning their environmental fuel policies and more oil buried in landfill.



### Martin Moll

How do you sell 'eco' to customers? It's a challenge facing those in the catering equipment industry as they seek to encourage customers to embrace more

efficient products. As part of a special supplement on equipment, Moll, head of marketing at Honda (UK), discusses how the car industry has risen to the challenge and the key learnings for other sectors.

# Accor challenges industry

**Exclusive by David Burrows**

HOTEL GROUP Accor, which owns Novotel, Ibis and Sofitel, will next month launch a five-year sustainability strategy that it hopes will change the face of the entire hospitality sector.

Though the plans are tightly under wraps, the project could include “smarter menus” and

the integration of more vegetarian options over the coming years.

Speaking exclusively to *Foodservice Footprint*, the hotel group’s executive vice president for sustainable development Sophie Flak said there wouldn’t be a one size fits all solution to what these smarter menus might look like, but Accor would be offering sustainable food options as an alternative for some hospitality clients.

Food is just one of 11 areas of its business that has been scrutinised during a year-long assessment programme with PwC. Laundry, waste, employee travel and construction materials were among the other activities assessed using life cycle analyses. Accor

says this is the first study of its kind in the hospitality industry.

The findings have been used to construct the five-year strategy and Flak wants the process to inspire the rest of the sector. “We aren’t aiming to lead the industry, we’re aiming to change the way things are,” she said. “I’m happy for some to say we are leading the way, but I’d be happier if they see what we’ve done and tell me they used it, made some changes and made a difference.”

PwC, which has also worked on leading environmental assessment projects with the likes of Puma, said the Accor work was something “very new” for the hospitality sector. **Also see page 15.**



## Caterers can change fish market

LONDON’S CATERERS and chefs must use their buying power to make the capital the world’s first ever sustainable fish city. Some have already taken the initiative, but there is a responsibility across the foodservice industry to be experts and teachers in sustainability issues.

That’s according to Raymond Blanc (pictured) speaking at an event organised by the Sustainable Fish City campaign at Fishmongers’ Hall in London. Blanc recognised the huge advances being made already, for example by those that had removed endangered species from menus and started paying attention to where and how their farmed prawns are produced. He also applauded those who support smaller and sustainable fishers and promote fish from sustainably managed fisheries such as those accredited by the Marine Stewardship Council.

However, he said more could be done, and urged the hospitality industry to act now, using its buying power to drive change. “Today’s chef is not only a craftsman, he also needs to be a teacher, a transmitter of values and an expert in sustainability issues – and, of course, he needs to make money. It is a tough ask. Welcome to the new world. Actually all this is really to the good – for chefs are now reconnecting with the true values of gastronomy.”

He added: “This Sustainable Fish Forum has been extraordinary. We have a roomful of restaurateurs, hoteliers and group owners who are willing to listen and want to bring sustainability to their kitchens and restaurants. This tells us that the world is changing, that chefs are an emerging force to lead us towards better fishing practices and better sustainability.”



**CONSUMERS ARE** ready to back genetically modified (GM) foods, but it depends on the crop and why it is being modified. Some 58% of consumers would support wheat that is genetically modified to better resist aphids and thus reduces pesticide use, while just 15% wouldn’t. Similarly, 45% would be happy with a sugar beet that is modified to resist herbicides, while just 22% would be unsupportive. However, the idea of GM carnations, or melons that have genes introduced to increase shelf-life would be a turn-off, according to a new poll by the British Science Association. For the full story go to [www.foodservicefootprint.com](http://www.foodservicefootprint.com)



## Fears rise as water table falls

HOSEPIPE BANS are one thing, but how about egg timers in the shower? Reports following a drought summit held by the Government included new initiatives by water companies to send out waterproof egg timers to encourage residents not to linger in the shower.

Following the summit, Environment Secretary Caroline Spelman encouraged everyone to find ways to save water – consumers, businesses, water companies and politicians – as she declared that some areas were already officially in drought.

“Drought is already an issue this year with the South East, Anglia and other parts of the UK now officially in drought, and more areas are likely to be affected as we continue to experience a prolonged period of very low rainfall.

“It is not just the responsibility of Government, water companies and businesses to act against drought. We are asking for the help of everyone by urging them to use less water and to start now.”

While water companies committed to reduce

water losses from leakages, the summit also unveiled plans to encourage farmers to set up water abstractor groups and consider on-farm storage.

This month, the Environment Agency will publish its latest drought prospects report, which sets out the areas likely to be affected by drought this spring and summer. The report, which aims to help water companies, farmers and other water abstractors plan for the year ahead, will be closely monitored by those in the food industry.

At this year's City Food Lecture, Sainsbury's chief Justin King suggested that water is potentially the biggest environmental issue facing food businesses. “From our point of view, [water] is more important than carbon,” he said.

The discussion panel at the event was overrun by questions relating to water. It was agreed that action was required – and soon. King said water was creeping into some corporate agendas but “only pops onto the consumers' agenda when hosepipe bans are in force”.



## Waste Watch

In association with



IT MIGHT not be quite as exciting as a card on Valentine's Day, but a new initiative to **matchmake UK businesses with their ideal food waste partners** is being launched this Spring. The Food Waste Network (FWN) has been created by Vegware, a firm which makes compostable packaging. The free service will enable those in the foodservice industry to identify the best waste companies to deal with their food waste. Vegware has talked to every food waste recycler in the UK in order to create the network. The website will be up and running in Spring, but foodservice companies can send their postcode to [recycle@foodwastenetwork.org.uk](mailto:recycle@foodwastenetwork.org.uk) to see what services are in their area before then.

Vegware's is an admirable project, but it has a long way to go until it becomes the most admired brand in packaging. That honour recently went to Innocent. Packaging professionals have chosen the smoothie

maker as their **most admired brand** for its environmental approach to packaging. EasyFairs asked almost 300 packaging experts to name a brand that they really admired for its green packaging approach, and one in 10 (10%) chose Innocent. This was closely followed by 'Marks & Spencer' (7%) and 'Kenco' (5%).

To have 10% of the votes, when the experts could have chosen any brand, is testament to the progress made by Innocent. (And it's not just packaging where gains are being made, as those attending the December Footprint Forum at Innocent HQ found out). What Innocent does well too, is communicate. Not many others are following that lead, with over a quarter (27%) surveyed, admitting that they were “doing lots” when it comes to environmental packaging but not shouting about it. Just as important is communication within the industry. Last year, Unilever Food

Solutions launched its Wise up on Waste toolkit – a simple waste audit to help companies cut waste and save cash. Some businesses, like The Six Bells, are already making progress and significantly reducing the amount of food waste coming back on customers' plates – the Hertfordshire pub has **saved £20 a week on procurement simply by changing its salad garnish** to one that costs less and more customers eat rather than leave on the plate. More case studies are at:

[www.youtube.com/unitedagainstwaste](http://www.youtube.com/unitedagainstwaste).



# An appetite for change?

It's been almost 10 years since the UK Government ran a public debate on GM food. With issues over food security, drought and a booming population intensifying, is the foodservice sector one of those asking for the technology to be given a second chance?

*David Burrows reports.*

**E**NVIRONMENTALISTS ARE beginning to change their minds about genetically modified (GM) foods. In his 2010 book, *Whole Earth Discipline*, American writer Stewart Brand writes: "I daresay the environmental movement has done more harm with its opposition to genetic engineering than any other thing we've been wrong about. We've starved people, hindered science, hurt the natural environment, and denied our own practitioners a crucial tool." Mark Lynas, author of *The God Species*, has made a similar u-turn from anti-GM campaigner - "the technology moves in entirely the wrong direction" - to GM supporter - "environmentalists should not be afraid of this prospect; they should welcome it."

It's fair to say that while the rest of the world has embraced GM technology, Europe has tried to keep the genie in the bottle. Only Spain has any notable harvests of GM crops with around 100,000 hectares of maize that has been developed to resist attack from various insect pests. Indeed, strict European regulation, political opposition and plans to allow Member States more flexibility to restrict or ban GM crops recently saw chemical company BASF pull the plug on development and commercialisation

of all products targeted solely at Europe. The situation, says a BASF spokesperson, is getting worse rather than better, so the company had little choice but to move its focus to where GM "makes business sense".

Politicians are changing their minds too. Ironically, BASF's move came just a couple of weeks after the UK Farming Minister had suggested that the technology needs to be given a second chance. "GM is not the answer to everything, but in the foreseeable future we'll have nitrogen-fixing wheat - if that isn't going to be a major development I don't know what is," said Jim Paice at the Oxford Farming Conference.

**"People may leave their ethics at home when it comes to eating out, but that doesn't absolve foodservice businesses from responsibilities to educate and inform."**

Mary Creagh, Labour's shadow environment secretary, used her speech to call for scientists to better explain the benefits of GM, and told *the Guardian*: "We have to keep an open mind on this. I don't think we should ignore the role science should play in tackling environmental challenges."

The Future of Food and Farming report,

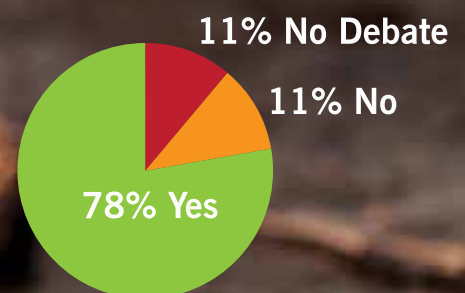
commissioned by the Government and published this time last year, also suggested that: "New technologies such as the genetic modification of living organisms and the use of cloned livestock and nanotechnology should not be excluded on ethical or moral grounds, though there is a need to respect the views of people who take a contrary view."

And that's the big question: are people really opposed to the technology? The stance of the UK supermarkets would suggest so, as would evidence put forward by the likes of the Soil Association and GM Freeze. "The public remain as sceptical now as they were in 2003," says Pete Riley, campaign director for the latter. "Seventy one percent of people in a poll for Which? last summer thought supermarkets were right to avoid GM ingredients."

However, for every survey that plays into the hands of detractors, there is another that claims public antipathy is not quite so clear-cut (see page 6). Research carried out recently on behalf of the Crop Protection Agency found a softening in consumer attitudes with 35% of people saying they would support GM foods being stocked on supermarket shelves, while 44% would back GM if the technology kept food prices down.



## Is it time to re-open the debate on GM foods?



Source: [www.foodservicefootprint.com](http://www.foodservicefootprint.com), February 2012

But how do consumers feel about eating GM out of home? Studies suggest that people leave their ethics at home when it comes to eating out, but that doesn't absolve foodservice businesses from responsibilities to educate and inform. As in retail, labelling laws apply to GM food served by caterers: products containing GM material or GM ingredients must, says the Food Standards Agency, be labelled in accordance with GM food and feed regulations. And this includes highly refined products such as oil from GM maize.

The Soil Association suggests that some catering outlets aren't aware of these laws. In 2008, York Trading Standards officers reported that a quarter of caterers were using GM oil and 94% were selling it unlabelled. This can result in a six month jail term and fines of up to £5,000 as a campaign by Norfolk Trading Standards publicised. "Customers who actively want to avoid GM need to be asking questions and be aware of where GM is more likely," says the Soil Association, which has a 'Food for Life Catering' mark that guarantees meals are GM-free.

Whether consumers want GM or not, and whether their ethics are left at the front door, some feel that the responsibility lies with caterers to inform. "We can think about the Food Safety Act of 1990 that already places

due diligence on the retailer, but regulation could serve to place [foodservice operators] more squarely as capable of weighing into ethical terrains – such as awareness around GM foodstuffs," explains Emma Roe, an expert in human geography at the University of Southampton. "I can already hear the proclamations that the aim is to meet the demands of consumers, not to blatantly shape what they eat [but] by virtue of the fact that there isn't a space to give information found on food packaging for foodservice meals, perhaps radical alternatives should be sought."

***"There is a huge ignorance about GM out there and we need to have discussions about education and understanding again." – Caroline Fry***

Having approached a number of big catering companies for their opinion on GM, only one was prepared to go further than offer written details of their current policies. CH&Co serves no GM food, with its policy also stretching to GM-free animal feed for the livestock reared to produce its meat, eggs and dairy products. "It's what our suppliers want," says CEO Caroline Fry.

By her own admission, Fry neither backs nor

opposes GM, but she does want to understand the issue better. "I see it as a bit like the issue with Halal we had last year: there is huge ignorance out there," she explains. "What with [Dolly] the sheep and people wondering if they'll grow two heads if they eat it, I think we need to have discussions about education and understanding again. Our clients are not asking us about GM, but it will be a high profile issue so we need to pre-empt that."

There is clearly support for a debate around GM within the foodservice sector. A poll on [foodservicefootprint.com](http://foodservicefootprint.com) found that 78% would like to see the debate re-opened, while 11% want nothing to do with the technology.

Back in 2003, when the Government's public debate around GM was just ramping up, Caroline Lucas, then an MEP and now an MP for the Green Party, wrote in a letter to the *Financial Times*: "Europeans are increasingly speaking with one voice on genetic modification – it is bad for the environment, bad for consumers and bad for farmers and producers." Almost 10 years on, Lucas hasn't changed her mind. Others, it seems, have. So let round two of the debate commence.

**Do you know the current GM labelling laws? More information on this issue is available at [www.foodservicefootprint.com](http://www.foodservicefootprint.com).**

## Caterers missing out on slice of meat-free pie



CATERERS ARE missing out on a £700m market in meat-free options.

The latest research suggests that three in five UK adults now eat meat-free food, with 3% (approximately 1.8m) of adults actively identifying themselves as vegetarians [National Statistics].

The Vegetarian Society says that the amount of 'occasional veggies' or 'meat reducers' – diners opting for meat free options when eating out – could be as high as 5%, and is predicted to rise to create what could be a £700m marketplace [Mintel, 2010] as health and variety of choice become key

factors in the out-of-home dining experience.

The catering industry should seize this opportunity and encourage consumers to try meat-free dishes, especially with National Vegetarian Week (21 - 27 May, 2012) on the horizon. Jus-Rol Professional, for instance, is calling on caterers to turn their attention to creating "exciting" meat-free dishes.

"We are in an era where a growing number of consumers – not just vegetarians – are making a lifestyle choice and looking to reduce their meat intake," said John McKears, foodservice sales manager at Jus-Rol Professional. "Gone are the days when caterers could simply provide a standard 'default' vegetarian option.

"This research proves that there is a captive audience out there, actively searching for more exciting meat-free dishes. This is an important change in UK dining habits and the modern menu needs to reflect this."

In the past couple of years the arguments for eating less meat on environmental grounds have intensified. However, there has been little guidance to date on what a sustainable diet – from an environmental and health perspective – would look like.

## A very hungry (and healthy) caterpillar



AMPERSAND HAS unveiled a new children's healthy eating range at Hampton Court Palace under the iconic children's brand, The Very Hungry Caterpillar. It is the first of a series of healthy children's meal ranges to be launched at three Historic Royal Palaces where Ampersand now provides catering services. First published in 1969, The Very Hungry Caterpillar has been described as "one of the greatest childhood classics of all time" and Ampersand has secured exclusive branding for its new healthy food range. Seasonal fruit pots, crudités and carefully sourced healthy snacks are all available along with sandwich favourites and a small treat selected to have minimum impact on added sugar and excess fat. Consultant nutritionist Amanda Ursell advised Ampersand on the meal composition. The range goes on sale from 3 March 2012 when children's TV cook and presenter Katy Ashworth is staging a free Very Hungry Caterpillar Show at Hampton Court.

## Compass counts the calories

COMPASS HAS launched a new meal plan offering customers healthier choices at breakfast and lunchtimes.

The concept, called 'whole + sum', has been developed from a similar project in America. Every meal is made up of three mix and match components, and no complete dish adds up to more than a dainty 500 calories. Each meal component also comes with full nutritional analysis.

There are over 80 different lunch recipes across all three components, which equates to over 200 different plate combinations.

Compass said this is one of many initiatives it will be rolling out on the back of the Government's Responsibility Deal.



## McDonald's happy with progress on meals



IT COULD be a busy month at McDonald's as the fast food giant revamps menus in a bid to meet its sustainability goals by the end of the year.

The fast food giant said there will be "significant advancements" relating to menu evolution and sustainable sourcing. From next month, for instance, fruit will automatically be included in every Happy Meal served in US and Latin American restaurants. Fries will still be included, but there will be a mini sized option to help reduce calories and fat in the meals. The move will apparently cut overall calorie count by 20%.

The UK side of the business is watching

closely how the changes are received elsewhere before making any similar commitments.

By the end of the year, McDonald's hopes to hit all 13 of its sustainability goals, which cover five areas of the business, including nutrition and wellbeing, as well as employee experience, sustainability in the supply chain, environmental responsibility and work with the community.

The only target met so far relates to increasing awareness of energy savings, with the company having introduced 'energy bundles' – packages of recommended restaurant improvements that combine simple changes like energy-efficient lighting with newer tech such as occupancy sensors.

However, a spokeswoman said the company is "pleased with progress". She added: "We are focused on progress and continuous improvement. Many of our goals are long-term and our work relative to them is not confined to the two-year time period – much less an annual reporting cycle. I think if you look at the goals and progress noted, we have continued to achieve progress and move in the right direction across the board."

Notable progress includes the sourcing of fish: all fish for McDonald's Filet-O-Fish sandwich is wild caught, and currently 99% is sourced from Marine Stewardship Council (MSC)-certified fisheries.

## Time to understand gluten labelling

NEW EU rules introduced on January 1, 2012, have tightened up the terms used to describe food that is either 'free from' or low in gluten, to give coeliacs – those with a gluten intolerance – information on which foods are safe for them.

The EU regulations apply to all food offered for sale in the UK, including those purchased in a café or deli counter and food descriptions on a restaurant menu.

Caterers can now use just two terms – 'gluten-free' and 'very low gluten' – to describe such foods so established descriptors such as 'suitable for coeliacs' no longer apply.

Caterers have been encouraged to get to grips with the new rules in order to help them make the most of a market worth over £100m [Kantar Worldwide].

Andrew Ely, managing director at gluten-free bakers Almondy, said: "The fact that this is the first law introduced to govern gluten food labelling is an indication of just how much the market has developed in recent years and its potential in the future".

**For the full story go to**  
[www.foodservicefootprint.com/news](http://www.foodservicefootprint.com/news)



## Companies could be tested on 5-a-day

FOODSERVICE COMPANIES are often scrutinized on their menus during the bidding process, and in ongoing reviews, but how about once the meals have been served and eaten?

Researchers from Newcastle University and Aberystwyth University have shown that they can determine which foods and in what amounts people have eaten over the last few days by analysing their urine. This could lead to analysis of what people have consumed in "a wide variety of settings" including hospitals, GP surgeries and the like.

By testing urine for the chemical 'fingerprints' of different foods, the scientists at Newcastle and Aberystwyth Universities demonstrated that they could determine whether individuals are eating healthy diets or not. The chemical 'fingerprints' they identified

are substances called metabolites which are unique to different foodstuffs – those for healthy foods such as raspberries, salmon, broccoli and orange juice have already been identified.

The next stage for the scientists is to develop a simple test with the potential to revolutionise health care by determining whether people are eating a healthy diet or not.

John Mathers, one of the lead researchers on the project, told Foodservice Footprint that "this approach could be used to measure what people have been eating in a wide variety of settings and we've been thinking about applications in GP surgeries, hospitals, care homes and more".

Mathers said it will also help doctors, nurses, dieticians and nutritionists to work out what their patients have been eating.

WHAT DID you do on January 16th? Most of us, in our post-Christmas haze, will have sat – perhaps still a little bloated from the festive gluttony – sifting through unopened emails and credit card bills; our whisky-fuelled New Year dreams washed away with the rain that batters the windowsill. Or at least so we are told.

Blue Monday is when we are at our most miserable. It's the day when a combination of factors – from weather, to proximity to Christmas and levels of debt – join together in a perfect storm of despair. But can you remember what you ate that day? Did you choose something that made you feel a little better? Something that lightened your mood? Perhaps something a little detoxifying? Or a slice of something naughtier?

Whatever you chose, it probably wasn't turkey; but it probably did make you feel a little better – even for just an instant (sugar can do that, as can almonds which are high in magnesium which helps release mood-boosting hormones). Food affects our mood. And, ergo, it affects our performance.

We spend most of our lives at work, and many of us will eat breakfast and lunch – as well as the snacks in between – in working hours. Yet food at work, for many employers, is often an afterthought. But is this changing? Are corporates really beginning to buy into concepts like 'mood food' and 'wellness'? Or are these just fads that will disappear as quickly as the January diet plans?

"A few years ago, I'd talk to potential clients about health and wellbeing programmes for their employees and they would look at me as if I had just dropped in from another planet," explains Oliver Gray, a leading expert in employee wellbeing and founder of EnergiseYou. "But more and more companies of all shapes and sizes are 'getting it'."

Mood food, for instance, has been identified as a 'top ten food trend' for 2012 by Food and Drink Towers. Gray admits the recession knocked health and wellbeing off the corporate radar, but he's sure the "spark is back". He explains: "Some companies are leading the way and saying this is how the businesses of the future will be. Others are just starting to dabble with some of the ideas. Meanwhile, some have a wellbeing agenda but they are not yet linking it to potential cost savings." Whether investing

## What food are you in the mood for?



in staff wellbeing, including the food that's served in canteens or found in vending machines, provides a return on investment will be hotly debated at the Footprint Forum later this month. Gray says some companies are beginning to join the dots between a healthy workforce, improved productivity and reduced absence. But he admits that convincing the board to invest in health and wellbeing can be a harder sell than a project relating to the environment: a reduction in carbon, for instance, can be reflected in a drop in monthly energy bills; savings from a robust staff health and wellbeing policy are harder to identify. Viable measurements emerging though, such as turnover and absence, and this is providing more solid

evidence to back up the theories around concepts such as mood food.

"There's a growing trend for companies to address staff wellbeing and an increasingly large body of evidence that show the benefits of doing so," says Jessica Colling, product director at vielfe.

*Staff don't want to be told what to eat, while employers don't want to be 'big brother'*

Colling will be unveiling new research at this month's Footprint Forum. This will add to data from vielfe's other studies, one of which showed that the most healthy quartile of the workforce is seven hours more productive a



The Footprint Forum later this month will tackle the role of food in staff performance and wellbeing. Caterers will have a massive role to play in this agenda, as *David Burrows* explains.



week than the least healthy quartile. Another, involving 15,000 people in the UK and US, found that employees with poor nutritional balance reported 21% more sick-related absence and 11% lower productivity than healthier colleagues.

The latter figure opens up an interesting dynamic: employers can see their staff at work, but are some of them – the healthier ones – working more productively? Michael Jenkins, chief executive at the Roffey Park Institute, says their research has “repeatedly found a correlation between individual wellbeing and the financial and strategic success of the organisation they work for”. However, he feels that “we need to look deeper – at the links between employee

engagement, productivity and how these elements can positively affect the bottom line”.

Again it comes back to the bottom line. Caroline Fry, CH&Co CEO, says “it’s an absolute fact that if you eat well and are hydrated you are productive but what’s more difficult to prove is how much more productive you are”. That doesn’t mean healthier food in the workplace more generally should be a hard sell though. “Some environmental initiatives can come at a cost, like a change in packaging or buying British, but cutting salt, for instance, doesn’t,” she adds.

Fry feels the catering industry has an added responsibility when it comes to staff health and wellbeing, not just for its own employees but for client’s staff too: “We’ve got a massive

part to play.” Colling at vielife agrees: “Do caterers have a responsibility for wellbeing? I think so, yes. They provide food choice and have a responsibility to provide information on healthier choices.”

Choice is vital: a limp salad is not a viable alternative to a plate of fish and chips. What’s more, staff don’t want to be told what to eat, while employers don’t want to be seen as ‘big brother’. Marketing will therefore be a powerful tool when it comes to healthier choices – and caterers can drive this. Take the example of Lexington Catering which relaunched its ‘let’s energise’ range in January. The range, which has been carefully designed by expert nutritionists and carries nutritional information on calories and sat fats, has more than returned on its investment.

“The approach we’ve taken is to make the products an individual choice,” says managing director, Julia Edmonds. “We’ve made it tasty, appealing and healthy and that’s been key. It’s been an easy sell to clients. People are generally more interested in health and wellbeing, but they’re also interested in foods that maintain energy levels.”

The role of caterers is to provide the right balance – and how to determine that will be another topic at the Forum. That balance could, of course, include less healthy options too. “Indulgence is very much a part of wellbeing,” says Peter Odgers, an expert in hospitality at the University of Brighton. “There are lots of discussions about healthy diets but you also need food for the mind. Sometimes we need that sticky toffee pudding as part of our wellbeing.” And if it isn’t available at the staff canteen, or the last one has just gone, a fruit salad or a bowl of almonds might not be an acceptable substitute.

#### Footprint Forum: Mood food – feeding top performers

**When:** 3.30pm, 22 March 2012

**Where:** London Stock Exchange, Media & Business Complex, 10 Paternoster Square, London EC47LS

**Who:** Speakers include Matt Dawson, sportsman; professor of neuroscience John Stein; nutritionist Amanda Ursel and Jessica Colling, vielife managing director;

# Out of the frying pan ...and into landfill



*The 20 pence per litre tax differential for biodiesel produced from used cooking oil comes to an end next month. This will mean more oil ends up in landfill or down the plughole as operators and distributors abandon their environmental fuel policies, says Keystone Distribution Europe VP Paul Pegg.*

IT WAS back in December 2009 when the Government announced plans to extend the 20 pence per litre tax differential for biodiesel produced from used cooking oil (UCO) to April 2012. Though welcome news at the time, it was hard to avoid a sense of impending doom. For biodiesel users and producers alike, this felt like little more than a stay of execution.

Confirmation of the withdrawal of the differential came in last year's budget announcement. Whilst not unexpected, the news was received with grim resignation by a UK transport sector all too aware of its challenging carbon management targets and responsibilities.

Initially, the decision to remove the differential was driven not by economic consideration, but by a fear that incentivising biodiesel production and use in this way was creating environmental conflicts of interest. And herein lies the problem. Deforestation, changing land use and rising third world food prices, though impossible to ignore, are clearly not attributable to the production of biodiesel sourced from a waste product such as UCO. The distinction between sustainable and unsustainable sources clearly hasn't been made.

This is a tax relief that has not only served to encourage carbon and waste

management initiatives, but also to drive green innovation, skills growth and employment opportunities in a flourishing sector of the UK's renewable energy industry. The withdrawal of the differential will inevitably dent the short and long-term growth prospects of the UK biodiesel industry as fleet operators, faced with the bleak prospect of a 20% increase in high-blend biodiesel prices, are forced to abandon environmental policies and considerations and switch attentions to more commercially viable fossil-based fuels.

Meanwhile, as the storm clouds continue to gather, the UK Sustainable Biodiesel Alliance (UKSBA), the representative body of the sustainable biodiesel industry in the UK, continues to lobby for the retention of the tax differential beyond 2012. According to UKSBA calculations, the UK produces around 250 million litres of UCO per annum. By comparison, a paltry 34 million litres of UCO was estimated to have been used in the manufacture of biodiesel last year. A step in the right direction, admittedly, though you can't avoid the conclusion that this figure represents a missed opportunity. Surely, with a more coordinated, long-term approach to UCO waste management at both regional and national level, more could be done to utilise the untapped 216

million litres of UCO presumably destined for landfill or the plug hole each year.

Now is the time for the Government to establish its green credentials with a show of long-term vision and understanding. Distinctions need to be made between sustainable biofuels and those that present broader, more far-reaching, environmental and sustainability concerns. There simply isn't a one-size fits all solution to this dilemma. With UK transport emissions continuing to rise, everything should be done to encourage and incentivise fleet operators to opt for more environmentally-friendly high-blend biodiesels.

There is little doubt that the transport sector understands and acknowledges the necessity of a positive environmental contribution. But in the real world such good intentions require encouragement and support if the appropriate plans and measures are to be implemented. The silver bullet solution to the sector's carbon management woes may remain as elusive as ever, but few would dispute the potential contribution of biodiesel in addressing the daunting carbon emission targets that we face. In such trying economic times, a 20 pence per litre incentive may well determine who, and how many, are prepared to go that extra environmental mile.



# What does the **hotel of the future** look like?



The Accor Group says it is about to change the face of the hospitality sector with an ambitious five-year action plan to reduce its environmental impacts. And it might do just that, says *David Burrows*.

*Continued on page 16*

Continued from page 15

**Y**OU'VE PROBABLY turned over expecting to read about green hotels: hotels that use clever technology to make sure the lights aren't left on, or have reed beds for sewage treatment or perhaps even solar panels to produce the electricity for those clever lights that turn themselves off. But you'd be wrong. These are all commendable ambitions, and ones that are within reach, financially, for small businesses. However, for corporate companies they may well be the sustainability challenges of the past. Such initiatives are what the environmental lobby often refer to as 'the low-hanging fruit'. In other words, the environmental impacts you can manage on-site with little disruption and some investment.

Yet the impact of any hotel (or indeed business) extends much further than the lobby, 150 rooms and a restaurant or two. How about the raw materials used to serve 56 million breakfasts a year; the water needed to grow the oranges for juice or the emissions from rearing the pigs for bacon? How about the waste that comes from building or renovating hotels as opposed to that left by guests in their rooms? How about, even, the hotel's role in watercourse pollution, not just from the site but from the production of the thousands of varieties of foods and beverages it buys each year?

Economists refer to such impacts as the 'externalities' of a business's operations. Side effects is another way to describe them but this suggests they are negative, which isn't always the case. Spillover effects is perhaps more favourable; a phrase promoted by Christopher Meyer, the founder of Monitor Talent in an article for the Harvard Business Review in 2010. In recent years, the likes of Meyer have argued that a true measure of corporate responsibility is "the willing, constant internalisation of externalities". An example would be McDonald's move to have fruit in all its Happy Meals (see page 11), or Pepsi working with its farmers to reduce water use in potato production: both are moves made not through regulation but through action.

In his article, Meyer suggested this was "a far more disciplined way to respond to the challenge [of corporate responsibility]." It's also far more complicated. Unilever and M&S have, arguably, led the field with their far-reaching impact assessments and long-term sustainability ambitions. But could there be another green pioneer in the making? Is the hospitality sector about to have its own 'Plan A'?



**Hungry for data.** Accor has spent a year analysing its impacts across 11 activities, making this the most detailed study of its kind by a global hospitality business. The group collated phenomenal amounts of data - though there are gaps given the reach of its supply chain - in order to develop a new five-year sustainability plan. Food and beverage threw up a few surprises for both Accor and the consultants involved at PricewaterhouseCoopers, with big environmental impacts at the production end of the chain. The introduction of "smarter menus" could therefore be one of the central planks of the new plan launched next month. This could involve a move to cut the use of meat, which would be a very bold move indeed.

Next month, Accor, which owns hotel chains such as Novotel, Sofitel and Ibis, will publish a five-year plan that it hopes will change the face of the hospitality sector. The plan is a closely guarded secret (see page 6), however

### *Could Accor be about to provide the hospitality sector with its own Plan A?*

the group has given Foodservice Footprint exclusive access to the unique environmental impact assessment it has carried out, the findings from which will underpin the new strategy.

The study was co-ordinated by PricewaterhouseCoopers and involved life

cycle analyses to look up and down Accor's entire business chain, from the point where raw materials are extracted, through to use by the hotels and on to disposal. This idea of assessing impacts outside of the four walls of a hotel, especially across 4,200 of them in 90 countries is, says PwC senior manager for strategy development, Clement Lefevre, "something very new for the hospitality sector".

Accor is already seen as a leader on sustainability in the sector but, by its own admission, has focused mainly on its on-site operations and impacts to date. By 2010, for instance, 100 of its hotels had solar panels in place and, according to vice president for sustainable development, Sophie Flak, the group was doing "so many great things" that it wasn't even talking about. "I'd been





isn't from people flushing the loo, or from laundering sheets, it's from irrigating systems that are used to feed crops and livestock.

Beef is by far the biggest consumer, with watering, feeding and bathing a cow for seven to nine years using "no fewer than 15,500 litres of water per kilo". However, Flak is under no illusions about the challenges Accor is facing to alleviate some of these impacts: changing the eating habits of guests will be a lot trickier than asking them to make sure the taps are turned off.

She has already tasked a working group to look at the concept of what she calls "smarter menus"; which could, for example, include the integration of more vegetarian options over the coming years. It would be an adventurous move: "I wouldn't want to start a war with any certain industry ... we want to integrate more vegetarian [options] and we do in some areas but not enough." Given that the brand stretches across many different cultures, Flak admits that it is early days and Accor has a challenge on its hands. However, she admits they won't be "guilting anyone into anything" or losing sight of the fact that they are a hospitality business: "Food is about pleasure."

Flak won't be drawn on what else might or might not appear in the five-year plan next month. However, she does say that the life cycle assessments and the plan are a "watershed" in Accor history. But could they be more than that? Could they help the whole sector cross the Rubicon into the "willing, constant internalisation of externalities"?

"I'd like it to," she admits. "This project isn't about leading [on sustainability], it's about changing the way we do things today. We believe that we need to change our footprint on the environment and the ecosystems we work in – and we need to do it pretty fast."

"I'm happy if people see that as leading the way. But I'd be a lot happier if they tell me they've seen the work, used it, changed things and can show the difference that's made."

Meyer would be pleased, having concluded his paper with a remarkably similar theory: "A consensus will emerge that we are all responsible for our world and must work together to make it better – and we'll all wonder how we could ever have thought otherwise."

The way to do business is changing and so is the face of the hospitality sector. But don't expect to see all that's going on just by looking at a new Novotel.

**Accor's impact assessment study can be viewed at [www.foodservicefootprint.com](http://www.foodservicefootprint.com).**

a consultant in sustainability and I began to wonder why I'd never heard [about Accor's initiatives]," she explains.

But Flak had bigger plans. In order to really make inroads into the group's impacts – including those spillover effects – she knew they would have to invest in life cycle analyses. "Intuition in sustainability is rarely [right]," she continues. "With life cycle analyses you can identify your full environmental impacts."

And that's exactly what they did (see above). But it wasn't easy. Unilever had already managed it across 1,600 products, while many more companies have assessed the impacts, often limited to carbon or water, of individual products. Transferring that methodology to an international hotel group, however, was "heavy" work, says Lefevre,

whose team spent a year on the study. "It's a long [project] and quite intensive. But this is the first and we hope it will be easier to replicate it for smaller groups."

So, what did the analysis show? Were there

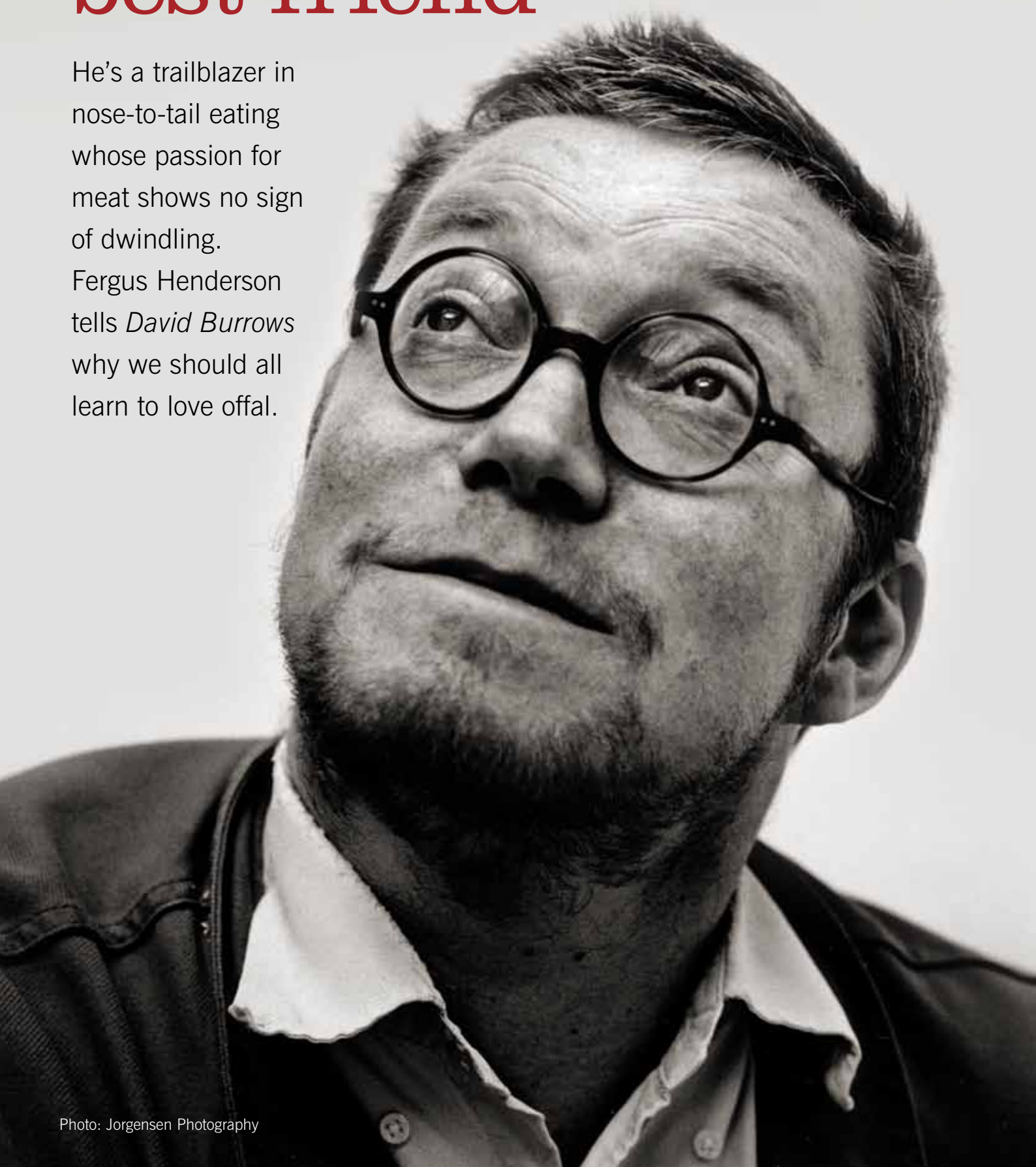
***This project isn't about leading on sustainability, it's about changing the way we do things***

any surprises? For Lefevre and Flak alike, the impact of the group's food supply – those 56 million breakfasts, for instance – on water use and eutrophication was a "big surprise". Accor consumes 544 million cubic metres of water every year – about as much as 438,000 Europeans. Some 86% of that water

# The butcher's best friend

He's a trailblazer in nose-to-tail eating whose passion for meat shows no sign of dwindling.

Fergus Henderson tells *David Burrows* why we should all learn to love offal.







**I**T TAKES about 30 seconds to get a feeling for how passionate Fergus Henderson is about meat. “I love butchers,” he says. “It’s so sad to see their demise on the High Street. Why don’t we hug our butchers more often and tell them that we love them?”

This, of course, comes from a man who specialises in meat – and bread. But it’s not just any meat – Fergus Henderson is the guru when it comes to offal. Nose-to-tail eating, he says, encourages people to enjoy the bits of a carcass that others may not touch, bringing them closer to farming in the process. But it’s also a concept that “makes sense”, environmentally.

Perhaps not to the likes of Sir Paul McCartney, who is unlikely to get the same embrace as Henderson’s butchers – “we should eat more meat on a Monday, not less” – and others who bang the vegetarian drum on the basis of it being ‘better for the environment’.

There is little doubt that rearing livestock has an environmental impact – largely thanks to the production of methane – or that demand for meat will continue to grow. However, is it not an equally valid argument that better use of the animals reared would mean more meat without the extra methane? Henderson certainly thinks so. “I think we should let cows fart [and belch],” he says. “These animals are reared to be eaten, but we need to ensure we eat the whole beast. Surely that makes sense?”

A report by researchers at Imperial College, commissioned by WWF-UK’s One Planet Food programme, suggested a number of solutions to help drive down the volume of meat consumption. This included the “dilution” of meat with other ingredients (more tomatoes than mince in a spag bol), the re-sizing of products and the introduction of more meat alternatives. There was a fourth option: encourage the use of edible offal.

By 2020, the market for edible offal is expected to have fallen from 166,500

tonnes to 130,500 tonnes. By 2050 it will be down to 71,000 tonnes. If that trend was reversed, lifting volumes to 187,500 by 2020 and 240,000 by 2050, the Imperial study suggests over 1.6 million tonnes of greenhouse gases could be saved. This isn’t on the same scale as some of the other options (encouraging considerable numbers of people to eat less meat could save 3.6 million tonnes), but it certainly provides food for thought. But first the likes of Henderson have a marketing job to do. The study found that the idea of eating more marrow and kidneys would be a hard sell to consumers.

**"Spleen has had bad press, but it's a perfectly formed organ with good texture"**

So, why is it that we crave chops rather than chitterlings (the small intestines of pigs)? “It could be the way it looks,” says Henderson, who won the Andre Simon award for food writing for his first of two books, *The Whole Beast*. “The flavours and textures [of the less-popular bits of an animal] are amazing though. Tripe can lift you and keep you high. Spleen has had a lot of bad press, but it’s a perfectly formed organ with very good texture.”

Indeed, some of the dishes on offer at the St John Bar and Restaurant that Henderson co-founded in Smithfield in 1994 do more than pique my interest. Even after a fabulous Eccles cake (there’s a bigger St John bakery in London’s Spitalfields Market), I clock the devilled kidneys on toast and the lamb tongues, radishes and white beans and wonder if I can drag the interview into the lunch hour. That wouldn’t be difficult, given Henderson’s good humour and his love of food. “What we’re here for, at the end of the day, is to make sure everyone has a good lunch,” he proclaims.

According to an interview with The Guardian, a good lunch made him feel better

after being diagnosed with Parkinson’s disease in the mid 90s. He’s famously equable – “doom and gloom isn’t much use” he once said – and in a later interview seemed to have taken intensive brain surgery in his stride: following the operation he enjoyed sushi in the hospital with his wife and sister. An MBE also followed, but that’s unlikely to have overshadowed the fish.

The sustainability of seafood is something Henderson also touches upon, as we continue our chat around sourcing. “We should stop selling fish,” he says, “but it’s very hard for a restaurant to do that.” He admits that he finds it hard to know who to listen to when it comes to the issues around sourcing, whether it’s fish or meat – and that’s precisely why he has a group of suppliers that he knows, trusts and, no doubt, hugs.

It’s obvious that these relationships are important to him.. They also mean he doesn’t have to deal with the complicated ideals of organic, sustainable and the like. They are important words, he says, but I get the impression that in Henderson’s world the concepts are in danger of becoming too strict, too regimental. Henderson, like many chefs, is an artist, he loves to create and he needs the freedom to do so.

There’s also an art in providing the cuts served at the St John Restaurant, as well as the new St John Hotel where diners can eat until 2am. “The preparation for my dishes is a little different to those for pet food,” he says.

The burning question, of course, is whether there are any bits of a carcass that he can’t use? “I’m not crazy about lungs,” he says. “But we can use pretty much everything if the slaughter is carefully done.”

I look at my watch and it’s only just past 11am. My time’s up, and I am disappointed. But it’s not because I won’t get to try the lambs’ tongues today, it’s more that there is so much more that I wanted to ask Henderson. Perhaps he’ll invite me back?

# Raising the standard

Operators who are dragging their heels about whether or not to buy sustainable catering equipment won't have that luxury of choice much longer as Europe moves to impose energy efficiency standards. *Kathy Bowry* talks to Keith Warren, director of the Catering Equipment Suppliers Association.



Keith Warren, director, CESA

A EUROPEAN PARLIAMENT Directive, the Ecodesign Directive, includes a series of implementing measures for catering equipment that will have a major impact on the industry which will shortly only be able to buy what the EU decides is energy efficient equipment.

The thought that paper-pushing bureaucrats in Brussels could be responsible for making such decisions willy-nilly for the UK hospitality industry is chilling – but such fears are happily unfounded as we have some hefty experts at the steering wheel.

The Catering Equipment Suppliers Association (CESA) represents catering equipment suppliers in the UK, and in its capacity as the chair of the European Federation of Catering Equipment Manufacturers (EFCEM) it is heavily involved with developments in Europe that will scope out the future efficiency requirements of commercial catering equipment.

EFCEM represents national associations and companies in eight European member states and has worked with the commission to recommend test standards and processes that will retain the functionality of equipment but which will also ensure significant future energy and water use reductions.

"The EFCEM energy efficiency standards group is drafting standards on all main categories of equipment and is developing a test methodology programme against which equipment can be tested, declaring an energy figure to provide a level playing field for operators to judge and compare equipment like for like based on the Directive standard," says Keith Warren, director of CESA. "At the moment operators looking to buy equipment have to rely on suppliers' and

manufacturers' figures on energy savings and performance.

"Following a recent Consultation Forum in February, hosted by the EU Commission, the key product categories of refrigerated cabinets, blast chillers and walk in cold rooms were all under the spotlight. Later this year we are likely to see this work extended to ovens, hobs and grills," says Warren. "He explains that as a rule of thumb the industry can expect a period 18 months of consultation after the forum. The consultation forum on hobs and grills is scheduled for spring/summer this year.

Warren says that in past years operators haven't always been keen to buy into whole life cycle assessment: they don't look at whole life costs and capital cost can be the overriding decision on what is purchased.

"More energy efficient equipment tends to be more expensive and although larger companies have embraced the concept because they have sustainability strategies built into their CSR commitment, and are looking at life cycle costing of the equipment, it has been harder to convince 'mom and pop' type independents to adopt this approach. Under the Directive Implementing Measure, inefficient equipment will be prevented from being sold in the whole of Europe and there will be fewer products available.

"The benefits of research and development carried out by manufacturers are really beginning to show in the new generation of energy efficient catering equipment. The recent innovation awards at Hotelympia for the equipment category attracted 70 entries, more than ever before which reflects the work that has been done," says Warren.





Peter Kay

**Peter Kay, director of technical support for the Catering Equipment Distributors Association (CEDA)**

*"The CEDA members I have spoken to say that their customers are always enthusiastic, and aware of sustainability, but the key motivator is price."*

*"Most operators recognise that sustainability is on the industry's agenda and obviously in the public eye from media coverage and marketing messages. But, economic pressure is holding back many from choosing equipment solutions that reduce negative environmental impact."*

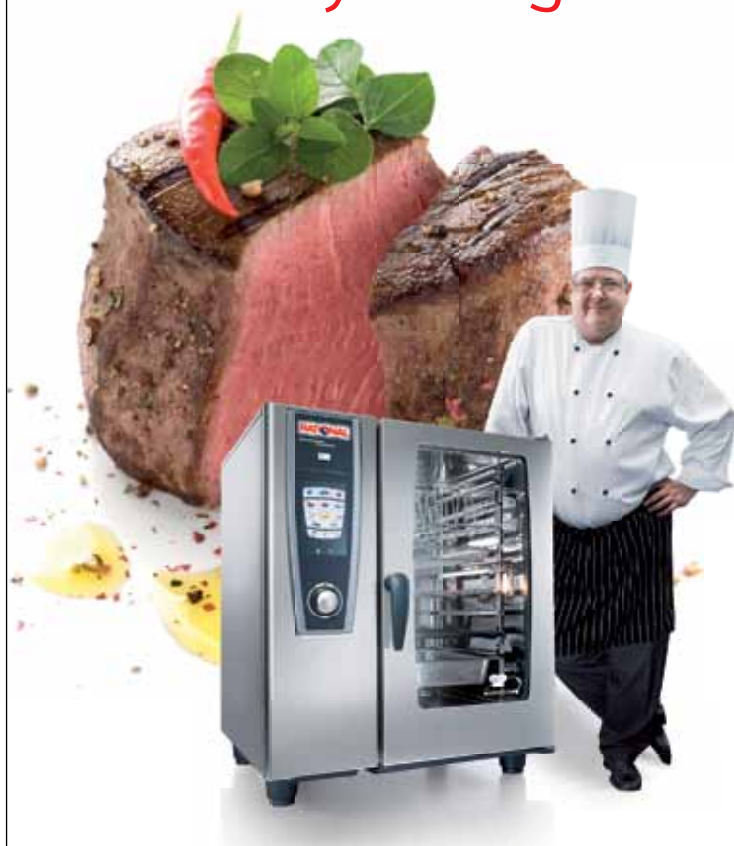
*"There are two simple ways that operators can improve their sustainable credentials with the help of the distributors they work with. These are maintenance and training."*

*"When it comes to maintenance there is a legal requirement for gas powered equipment, but little for electrical other than PAT testing for equipment running from a 13amp power supply. The important point is that if kitchen equipment is properly maintained it will reach the desired operator parameters more quickly and use less energy, for example thermostats that are not working will draw down significantly more energy."*

*"In partnership with FCSI and CESA, CEDA encourages sustainability in all areas of catering equipment design, supply, installation and operation. The CEDA annual Grand Prix awards include a category for sustainability, which has celebrated innovative entries in recent years including the forward thinking Waterhouse Restaurant in Shoreditch, London."*

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\*compared with conventional combi-steamers



# Water-way to go!

Water flows through foodservice operations like there is no tomorrow—and if we carry on the way we are there won't be. But don't worry, help is at hand to stem the flow.

*Nick Hughes reports.*

THE COMPLEX and fragmented nature of the foodservice industry means that a business's water footprint is much more than what it uses in the kitchen. Take an office canteen serving burgers, for instance. The total footprint encompasses not only the amount of water it takes to grow the grain, but the water required to feed the cattle, to clean the processing plant, to transport the product from farm to fork, and to wash the plates after use. The numbers can be huge, but that's no reason not to seek to reduce the volume of water consumed at all stages of the supply chain.

For many businesses this will mean better sourcing of products and more efficient use of water in their direct operations; for others it means developing innovative water-efficient devices that do some of the work of foodservice operators for them.

So just what are businesses doing to reduce their water footprint and how are equipment manufacturers helping caterers save water and money through product innovation?

At a sourcing level, multinational foodservice operators are seeking to reduce the impact their operations have on water consumption across the globe. Sodexo, for example, is in the process of carrying out work to assess the water footprint of key commodities in its supply chain and to develop a strategy to reduce the impact of production on water stressed areas.

Starbucks, meanwhile, is zeroing in on the impact of its direct operations; for example ditching the oft-criticised policy of leaving taps running in dipper wells to clean coffee utensils and instead using blasts of high water pressure to clean equipment.

The direct use of water in operations is often the 'low hanging fruit' that conscientious caterers can focus in on in the first instance before widening their efforts to look at water consumption throughout the supply chain.

In Bristol, the Bordeaux Quay restaurant has installed a rainwater harvesting tank on





its roof, water from which is used to flush the toilets. The urinals, meanwhile, are cleaned with a blue 'eco tube' which works by treating the bad bacteria with good bacteria and requires just one flush daily. "Every night the cleaner fills a watering can and goes through every urinal in the building and flushes a can of water down it," says restaurant manager Luke Murray. "I don't know exactly how much it saves over conventional urinals but we know it's a lot."

Murray admits that "kitchens are a more difficult area for us" and it's more through good practice by chefs than anything else that allows the restaurant to keep its water footprint low.

Of course, there are some simple ways for caterers to reduce their direct water usage. These can be as simple as repairing a leaky tap or filling dishwashers to their maximum; or appointing a water champion to draw up water saving policies.

Fortunately for the catering trade, equipment manufacturers are doing much of the hard work for them. Warewashing companies such as Winterhalter, Meiko and Electrolux Professional are constantly developing new products and processes that reduce the water required both in the kitchen and front-of-house.

"Cutting costs is understandably high on everyone's agenda across the foodservice industry at the moment and there's no better time for restaurateurs to look to equipment suppliers to help maximise efficiency in the running of the modern kitchen," says Stuart Flint, sales director at Electrolux Professional.

Common water saving features include sophisticated filtration systems, like the Winterhalter Cyclo Mediamat, which clean the wash water so it can be reused time and again during service. "Filtration has cut down water consumption significantly, for example, our new UC Series under counter units use only 2.4 litres of water per wash cycle," says Paul Crowley, marketing manager at Winterhalter. "Because you use less water, you need less energy to heat it and less detergent, so the savings are even more significant."

For pubs and restaurants with a high turnover of glassware and crockery, sustainable warewashing is especially important. Electrolux Professional has incorporated cost and water-saving

innovations in its range of Modular Rack Type Dishwashers. The Ideal Wash System (IWS) removes the need to completely drain all wash tanks, which traditional washers require after long washing periods, saving up to 30% of water consumption. The IWS typically drains 15 litres/hour of dirty water, topping it up with clean water on a predefined basis ensuring that the dishwasher can operate all day.

For Meiko UK, manufacturer of the superlatively eco friendly M-IQ flight warewasher among others, the quality of the water entering the machine is paramount for best performance and low maintenance costs. "Limescale build up on a dishwasher's heating element will decrease its efficiency by some 15%, which increases energy consumption; the working life of the element will also be greatly reduced," says Limited. "At Meiko we can trace 12-15% of breakdown calls back to leaks, timer failures or lack of salt within the water softener itself."

Meiko UK has just announced it is abandoning the use of water softeners in the future for its range of warewashers, concentrating instead on the use of more efficient reverse osmosis technology built into the machines.

"Water softeners have been superseded by reverse osmosis as our water treatment of choice," says Bill Downie Managing Director of Meiko UK. "Softeners also cause serious maintenance bills for the operation. What pub or restaurant in the UK has never had to call in an engineer to descale the boiler of a glass or dishwasher?"

This type of continuous innovation from equipment manufacturers will be crucial if the foodservice industry is to reduce its water footprint in the coming years. However, buying new kit is far from a silver bullet for greater water efficiency. From the cornfields to the kitchen sink, where water is concerned, every drop counts.



In a restaurant environment, water isn't just used in the kitchen; it is also used in purified form in drinks and ice. Suppliers such as Vivreau and Classeq Eau de Vie are removing the environmental impact associated with the transport, handling and waste of bottled water by offering in-house water systems that use water straight from the mains before filtering it, chilling it and if required carbonating it or boiling it.

Often, the greatest water saving benefits of table water bottling systems come from waste prevention, says Stephen Charles, Vivreau managing director. "Our research shows that about 70% of every one litre bottle comes back at least a third to a half full with water, which usually just gets tipped down the drain. With our systems, people don't need to fill up a one litre bottle. The largest bottle we supply is 750ml but we also supply a unique 425ml bottle which we believe is the perfect two person bottle."

Through product innovation, Vivreau is trying to eliminate even the smallest occurrence of waste in the process of drinks preparation. "The problem with other tap systems on the market is with hot water they have a terrible habit of spraying water, so when you press the hot tap button, you get a spurt of water," Charles explains. "One of the features of our new Vi Tap is the fact that we've created the perfect flow with zero splash."

Eau de Vie, meanwhile, has built water efficiency considerations into the process of cleaning its reuseable glass bottles through the development of innovative racks that allow bottles to be cleaned in glass washers. "These make operation easier than with conventional bottled water systems that only focus on the dispenser and front of house," says Jim Jiwany, business development manager at Classeq Eau de Vie.

# Modern Times

Representatives of leading manufacturers and suppliers of catering equipment give their views on where we are in terms of sustainability in the modern commercial kitchen and offer advice on what to look for. *Kathy Bowry reports*



Glenn Roberts, managing director of Gram UK

**A**S A NATION we love our familiar brands and caterers are no exception to the rule. However, those safe, comfortable names found on traditional cooking equipment are moving with the times and developing kit that chefs just a couple of decades ago would have thought came to earth in the Tardis.

Lee Norton, managing director of leading combi manufacturer Rational UK, says: "Modern kitchens would be much more sustainable if specifiers were brave enough to bite the bullet and use modern technology. Arguably all today's chef needs is a modern, intelligent combi steamer and a hi-tech bratt pan: these two multi functional pieces of equipment can not only cook everything, they can also produce quality food in high volumes. Other than that the kitchen just needs refrigeration and warewashers."

"With energy costs ever increasing, it is certain that energy efficiency will be ever more to the fore. However, with such a weak economy, purchase price is still very important to people. I expect to see demand for energy-efficient equipment take off as we emerge from the current economic gloom. That said, sales of our recently-launched IH21 induction hob are already exceeding expectation," says Nick Macdonald export and marketing manager for Lincat a familiar marque in commercial kitchens.

"I would also welcome a system whereby products are independently assessed for energy-efficiency against fixed operating parameters. At present, it is difficult for customers to make meaningful comparisons."

Geoff Snelgrove, director of Control Induction, has this to say: "Compared to mainland Europe, the UK catering market has been relatively slow to embrace induction technology. In the main, its chefs have been trained on gas hobs and are reluctant to change to something that is unfamiliar to them. However, as the industry gains more insight into the role of induction equipment in the commercial kitchen, an increasing number of operators are tapping into its benefits.

The cost savings associated with induction technology's energy-efficient properties are a key driver in the decision to switch over. An induction hob, when compared to a standard gas or electric hob, significantly reduces energy usage and with today's high energy prices, making savings in running costs has never been more important.

Furthermore, induction technology has the distinct advantage of improving working conditions for employees, a key internal CSR initiative. By emitting less heat into the kitchen atmosphere than a traditional hob, induction is a significant contributing factor in maintaining a much cooler ambient temperature and creating more pleasant working conditions for staff.

He goes on to explain that actual figures comparing the efficiency of induction, gas and conventional electric hobs show that an induction hob has an efficiency of 90% compared to 50% for gas and 55% for conventional electric, with the amount of energy used to boil 2000ml of water (from 20°C) measured at approximately 745 kJ for induction, 1340 kJ for gas and 1220 kJ for conventional electric.



Glenn Roberts, managing director of Gram UK believes the catering industry is doing its best to embrace sustainability and, for some operators, there is an element of concern about their environmental impact that shapes how they run their business. Moreover, there is a general acceptance – particularly by group operations – that the issue of rising energy costs won't go away and has to be dealt with. Either way, there is without doubt sufficient motivation for operators to reduce their energy usage.

In 2010, Gram carried out its own research into the UK foodservice industry's attitude to sustainability and reported the findings in the Gram Green Paper. It found that although the money-saving and environmental benefits of energy saving initiatives seem to be much better understood and more widely adopted than previously, with more than half of respondents recognised that purchasing and using low energy equipment is the best way to make savings long term, they still trail far behind recycling as a priority issue.

"However, in the last couple of years more momentum has been generated by operators' mounting concern over the cost of their utility bills and we have noticed that far more are now asking about the whole life cost of equipment.

Refrigeration is a key consideration for hospitality businesses seeking to cut their energy usage since it accounts for a large part of energy costs. Given that it is an essential piece of kit, working 24/7, any savvy operator will make purchasing energy efficient refrigeration equipment a priority.

With its low energy consuming products featuring high on the Energy Technology List (ETL), Gram's use of revolutionary low carbon technology (producing up to 75 per cent energy savings) can not only enhance caterers' green credentials, but also save hundreds of pounds in running costs."

"Buyers are looking hard at both sustainability and lifetime costs – luckily the two usually go hand in hand," says John Lilly, marketing director, True UK. "True's response to the need to maximise sustainability and reduce running costs is different from the industry standard. We've developed heavy duty refrigeration systems that pull down to temperature more quickly. Despite being very powerful, the systems

actually reduce running costs because run times are shorter. And because run times are shorter, the systems are working less hard, so they last longer. That's why we offer a 5 year warranty on our compressors. These heavy duty systems are fitted as standard on all our mainstream refrigeration products."

Refrigeration is on all day, every day of the year and as such has the potential to gobble fuel. Today's energy saving kit has cut costs exponentially but Malcolm Harling, sales director of Williams Refrigeration tells Footprint that lifetime costs are more important than ever – operators have to review all costs constantly – so it's crucial that refrigeration equipment is looked after, from cleaning the condenser to checking the door gasket.

"It's an old but true adage that the more it's looked after, the more it will look after you. Larger catering operators used to work on seven-year obsolescence – they would assume refrigeration would only last that long, then replace it. These days they are extending this to eight or nine years. In fact, though, better quality refrigeration like Williams should last in excess of this – so long as it is maintained."

Chris Playford Foster Refrigerator's Market and Development Director tells Footprint that the British manufacturer's pioneering work with environmentally friendly hydrocarbon refrigerants and insulation materials means it is able to offer a comprehensive range of high performance low energy products to the market place.

Putting its money where its mouth is, Foster has invested £4million into its manufacturing facility at King's Lynn for the production of its second generation EcoPro range. "Foster believes that the 'whole life cost' proposition offered by the new EcoPro G2 range will be outstanding. The range incorporates more than 50 innovations, many of which are designed to deliver world-beating efficiency and drive down running costs, while the strength of engineering and quality will undoubtedly result in exceptional reliability with minimal maintenance requirements," says Playfair.

Paul Crowley, marketing manager of warewasher manufacturer Winterhalter, says: "You can't afford to ignore running costs when it comes to buying equipment.



John Lilly of True



Tracy Hindry of Aldborough School with a True cabinet

*Continued on page 26*

# EQUIPMENT SPECIAL

*Continued from page 25*

Obviously there may be a premium to pay for technology that uses less energy, water and other resources. But, increasingly, rising running costs mean payback on the extra investment can be achieved quickly, making the decision to buy well worth it. For example, our Energy+ pass through dishwashers cost about £2,000 more than the standard model. However, since they can save up to £1500 per year, payback on the extra can be achieved in under two years, with the savings mounting up for the life of the machine – typically 10 years or more. “

“Forward thinking operators that engage the services of either a design or management consultant who is a professional member of the Foodservice Consultants Society International (FCSI) will automatically get advice on the benefits of using sustainable foodservice equipment. If it costs less to the operator and improves their carbon footprint then it is a win-win situation. Catering Equipment Distributors Association (CEDA) members will also be able to give advice on the most sustainable pieces of catering equipment to suit an operator's needs,” says fryer manufacturer Valentine Catering's national sales manager Steve Elliott.

Which leaves CEDA's Peter Kay, director of technical support, to have the last words here. “Operators can easily improve their sustainability by making sure that staff are properly trained to use the equipment they employ everyday. Those operators who work with CEDA members will get training for their staff to use the equipment properly, cutting energy demands and the need for maintenance and repair visits. Suppliers have also introduced innovations like timers for kitchen ranges so that burners can only be switched on at specific times so the bad habit of switching on burners as soon as the first staff are in a kitchen is not possible. Some pub chains are now using these.”



**FRIMA's VarioCooking Center** is an extremely energy efficient piece of kit for the professional kitchen. It combines boiling, shallow frying, deep-frying and pressure-cooking in one appliance and is also excellent for long slow overnight cooking. According to the company, recent independent research carried out at a British prison has shown that by replacing existing equipment in the main kitchen with two VarioCooking Centers, the prison will reduce its energy costs and CO2 emissions by 64 per cent.

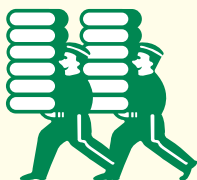
## The operator's perspective

Steve Jobson, buying director for Sodexo UK and Ireland looks at equipment from an operator's perspective explaining that Sodexo's approach to sustainable procurement is based on the Better Tomorrow Plan, its sustainability strategy to 2020, and combines economic, social and environmental considerations.

“When it comes to sustainable catering equipment, Sodexo works closely with its suppliers to ensure it procures the best available equipment on the market. Its core equipment supplier operates an environmental management system that is certified to the ISO14001 standard. As a result, Sodexo sites have access to the latest energy efficient equipment that is safer, faster, purer and cleaner, and where consideration is given to the whole lifecycle cost, including energy consumption, maintenance, consumables and proper disposal.

“Examples of sustainable catering equipment used at Sodexo sites include dishwashers that reduce energy consumption by using waste steam to heat the incoming water and cut water consumption by converting the steam into clean water and re-using it. Fryers that can heat up faster, use less oil, and consume less energy are used by Sodexo, as well as induction hobs that are significantly more energy efficient and cause fewer burns.

“Other equipment includes fridges with advanced temperature monitoring technology to ensure constant temperature inside resulting in reduced overall energy consumption.”



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## Comment

## Martin Moll

Head of marketing, Honda (UK)



## Marketing green products

**W**HEN IT comes to selling green products, the car industry is ahead of most. Martin Moll, head of marketing at Honda (UK), explains how he markets eco-markets and how this can apply to any number of other manufacturing industries.

Convincing customers that your products are truly environmentally friendly is challenging in itself. However, for many brands, promoting your environmental credibility throws up another dilemma: in the mind of the consumer, if your products use less energy, that must mean that the manufacturer has had to compromise in other areas, right?

This problem is particularly prevalent in the car market. Eco cars, particularly hybrids, have a reputation for being sluggish. Honda has a hard-earned racing heritage, and in promoting our cars as being environmentally friendly, we ran the risk of tarnishing that brand image.

To combat this, Honda created a new class of vehicle - the sports hybrid. In a nutshell, it's a vehicle that makes use of a hybrid engine but without the low performance that many associate with hybrids. The success of the CR-Z, our sports hybrid, doesn't necessarily lie in the number of cars it sold. Importantly, the CR-Z was a way of changing perceptions of hybrids in general, proving that hybrids can be fun. We went after the most hardened petrolheads, and managed to win over Jeremy Clarkson, who gave it a four star review ("so cool, no-

one will know it runs on lentils"). We went to great pains to demonstrate that improved efficiency didn't come from a puny engine - it came from a better gear box, an engine that knows to switch itself off when it's not needed and an aerodynamic bodyshape. As a result, Honda went some way towards changing the perception that more efficient equals slower.

How does this apply to other markets? The theory is simple: put your money where your mouth is, and prove to your customers and influencers that your products can be efficient without compromise. Ideally, you'll have a product that demonstrates that, but if you don't have a "halo" product (one that shines a light on the rest of your range) then make sure that your existing ones carry the right messages and be prepared to explain how you've made it more efficient. Be transparent - if energy savings haven't come from decreased performance, where have they come from? Don't be afraid to shout about the technical innovations that have helped you improve efficiency - otherwise, consumers will assume that you've had to make sacrifices.

We still face big challenges and we're still some way to having zero-emission cars on the road (we see hybrids as a step towards this), but with vehicles such as the production ready FCX Clarity (Honda's hydrogen powered car), we're on the way to achieving this and proving that vehicles do not need to compromise in order to be efficient.





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# SHOWING OFF

Hotelympia 2012 did not disappoint. It did what it said on the tin, and brought together an impressive array of energy efficient catering equipment under one roof at London's ExCeL. *Kathy Bowry reports.*

**S**O WHAT really impressed? Well, the judges of the inaugural Hotelympia Innovation Awards definitely liked Mechline Developments' thinking. The company picked up the Equipment Innovation Award for its GB 360 high-speed, high-volume, rapid food waste decomposition system, which uses natural micro-organisms to convert food waste into grey water.

A really useful development in the fight to reduce energy usage was Service Invisible by the Catering for a Sustainable Future Group, (made up from members of CESA, CEDA and the FCSI). The CFSG initiative was awarded the Technology Innovation Award for its monitoring system that allows caterers to monitor the amount of gas, electricity and water being consumed, as well as refrigeration temperatures and even how much harmful CO2 is in the atmosphere.

Shortlisted products included Hobart's AUP hood type warewasher with a claimed 30% reduction in operational costs, a 70% cut in steam and energy loss through the four-sided hood, single-button operation and a hygiene cycle that reduces the need for manual cleaning.

Iglu was also shortlisted; it is the first UK foodservice equipment manufacture to develop a remote CO2 pack system for its refrigeration products. This eco-friendly gas replaces current man-made and ozone-depleting refrigerants.

Yet another innovation to make the shortlist,

Control Induction's Slider induction 'solid top' with one (or more) 360mm x 760mm zones, offers 90% efficiency in converting electrical power to usable heat in the pan. Power is adjusted by sliding the pan from one end of the zone to the other, hence the name. According to CI, because pans 'pull' the power, energy is only used where there is a pan present so savings are massive compared to a solid top or multiple gas or electric rings.

Some products that escaped the judging are also well worth investigation, notably the inbuilt Menu System NetComfort software from Exclusive Ranges on its induction cooking suites. According to Exclusive Ranges, it will give after-sales service and support with a level of quality previously considered impossible. It also makes chefs more aware of what their equipment is doing (ie not leaving it on when not being used). Mike Mellor, Managing Director of distributor Space Catering Equipment reckons "it is pretty cool".

Victor's Optimax refrigerated display unit impressed visitors with its clever drop-down/lift-up rear, load-bearing door, engineered to open in a way that channels cold air under the middle shelf, minimising the loss of chilled air. The result is quick recovery, reduced load on the system and less energy used for pull-down.

MKN's self cleaning FlexiChef bratt pan caught the expert eye of Andrew Powis FCSI of Stirling Foodservice who told FF it



was a stand out product because as well as many energy saving features and super fast cooking, the FlexiChef has pioneered a self cleaning pressure wash facility.

Winterhalter fielded its under counter glass washer with heat recovery which it claims will shave £££s off running costs. A bank of the units has recently been installed in the testing facility at the Guinness brewery in Dublin.

Another impressive newcomer was Manitowac's Frymaster, claimed to use 40% less oil and 10% less energy than conventional fryers. Trials at a well-known fast food outlet extended oil life from 3 days to 7 days, based on filtration once a day, says the company.

And last, but by no means least, facilities managers might want to check out Watling Hope's 'active drain maintenance system' – GD Pro – which automatically protects drain lines against blockages especially fat.

All in all a good show this year that lost nothing from having a somewhat smaller footprint than previous years.

# Running an **ENERGY EFFICIENT KITCHEN**

Running an energy efficient kitchen is about more than just selecting the right equipment, according to *Brakes Catering Equipment*.

**W**ith refrigeration, for example, whilst it makes sense to pay a little more for energy efficient units that are better insulated, correct positioning is also key. "Ideally, a separate area close to the kitchen with good ventilation is the best place for large refrigerated cabinets," says Brakes Catering Equipment General Manager, Martin Hall. "Units have to work far harder to maintain temperature in a hot kitchen, using unnecessary power. Staff also has a role to play in energy saving by learning to use the equipment correctly. Overfilled cabinets restrict air flow, lowering the temperature, whilst the constant opening and closing of fridge doors will have the same effect."

But it's not just refrigeration where savings can be made. By using heat generated either by waste water, or by steam during the washing process, dishwashers can also play their part. Prime cooking equipment too: "Induction cooking is extremely efficient because 90% of the energy is transferred straight to the pan," explains Hall. "Compare that to a gas hob, which uses only 50% of the energy consumed. Combi ovens are a wise choice too, doing the work of several traditional pieces of equipment within a single unit."



It is easy to choose from a range of specialised energy efficient equipment today, for example high efficiency fryers with rapid heat recovery systems, combi steamers with reduced water and power consumption, dishwashers with effective filtration that therefore use less water per cycle. Those items on the Energy Technology Listing (ETL) even offer tax incentives as part of the Government Enhanced Capital Allowance (ECA) scheme.

Whatever equipment you choose, it is regular cleaning and servicing, however, that safeguards its energy saving capabilities, a factor that is often overlooked. Even routinely clearing away the dust and fluff from the intake grills of refrigerators and freezers can help to improve their effectiveness.

"It all comes back to the fact that an energy efficient foodservice operation is about far more than equipment choice," adds Hall. "It is a whole series of elements brought together, including ventilation.

A huge amount of energy consumed by cooking equipment is extracted and could be recovered and re-used to create savings.

"At Brakes we are geared up to design and install any kitchen from an eco/environmental perspective, so make us your first port of call. As a member of CEDA, Brakes is delighted to be part of the Catering for a Sustainable Future Group (CSFG), which has been set up specifically to provide the foodservice industry with a code of practice and guidelines for consideration towards energy efficiency and use of sustainable products.

"Our representatives can help with all aspects of the catering kitchen, offering total and impartial advice for specific needs. Our thorough understanding of working kitchens, health and safety and hygiene legislation, as well as energy efficiency, ensures the highest standards of kitchen design, whatever the style of foodservice and whatever the budget."



# The next green thing: biodiversity footprinting



IT'S NOT all about polar bears and pandas. While the icy critters and bamboo chompers have stolen the show when it comes to climate change and conservation, more and more companies are waking up to their reliance on almost every part of the world's biodiversity. Cadbury and Starbucks, for instance, are essentially reliant on one crop, grown in certain areas of the world where biodiversity and ecosystems are under threat. But take any food business and the role played by animals, plants and the ecosystems in which they interact cannot be under-estimated.

But it has been. The Convention on Biodiversity and the Kyoto Protocol set off at roughly the same time; one to cut the rate at which the world's ecosystems were

disappearing, the other to cut greenhouse gas emissions. Regardless of political shenanigans at international level, carbon has since become a boardroom issue and seen to have a direct impact on the bottom line. But what about biodiversity? WWF's Living Planet Report, covering 2,500 species in almost 8,000 locations, found that we are using the resources of 1.5 planets every year – in the UK the figure is closer to 2.75 planets. That's a bit like spending £27,500 a year when you earn £10,000.

Putting a price on biodiversity is one of the big hurdles. Studies are appearing that at least provide an indication of the importance of natural resources to businesses. A UN-backed study on the economics of ecosystems and biodiversity (Teeb) put values

to some natural services – insect pollination is worth £120bn globally, for example. Some 87 of the 115 leading global food crops are, in fact, reliant on animal pollination.

Indeed, there are situations where biodiversity directly adds to productivity, quality or other attributes that can be translated into a financial benefit – especially for food businesses. Conversely, losing supporting biodiversity can be a net cost.

Sustainability experts believe the issue is “coming up on the rails”, but it's still a long way from where we are with carbon or water. To account for it, you also have to be able to measure it – and therein lies the other hurdle.

Accounting for carbon is relatively easy, and the concept of footprinting is well-known. Some have suggested this could be extended to water – an idea that makes some academics uncomfortable given the issues around the type of water, location and timing (take 100 litres of water from the ground in Suffolk tomorrow to irrigate potatoes and it'll have a very different impact from taking that quantity in the height of summer. In Spain, the picture will change again).

Ask the same scientists about the possibility of biodiversity footprinting and some will turn white as a polar bear. Biodiversity is the single most confusing environmental issue – not everyone can even agree on how to define it. There are probably upwards of 100 indicators that can be used, so the issue would be which ones to use? Bats? Bees? Birds? All of them?

While there might be talk of footprints for biodiversity, it's unlikely that they will coming to a supermarket or restaurant anytime soon (just look at the issues Tesco has had with carbon labels). Tagging footprinting onto the end of something isn't always the best way to understand it. Do we need biodiversity footprinting? Instead, more companies may well move towards careful reviewing of how their value chain interacts with the natural world; a more pragmatic approach to an issue that is far from black and white.



# The mystery diner



I WAS OUT in my local cafe this week, musing, catching up on the demise of Chelski FC, the usual Friday morning downtime, when I was taken aback. My waiter asked if there was anything in the

breakfast that I'd ordered that I didn't like. I almost choked on my macchiato. Was that because I had ordered the veggie breakfast and he had assumed I was vegetarian (does it matter if I am, or am not?) and therefore fussy? Or because this particular establishment has a policy of communicating with customers and, in this case, hopefully cutting leftovers as a result? Who knows, but this kind of customer interaction can only be a good thing.

Who could forget the findings from Unilever Food Solution's report last year: the vast majority of men and women would be happy for you to leave things off their order they didn't like – but still pay

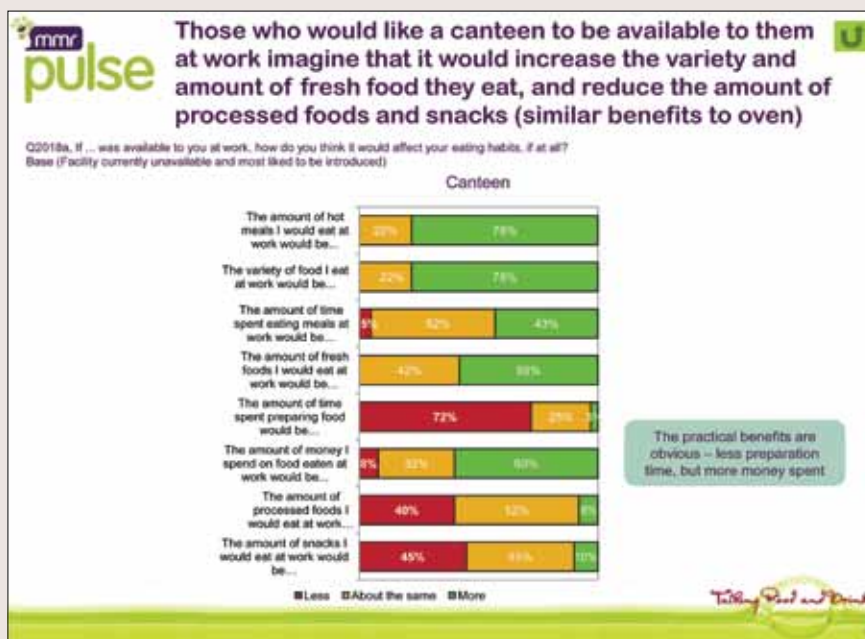
full price. But I wouldn't suggest guessing (for example, do I look like someone who doesn't like celery? Is it the hair? Yes, it's the hair isn't it). Just ask. Surely it's easier for staff to ask customers if there's anything they don't like, than to carry plates back to the kitchen with the salad hardly touched (see page 7). It'll be interesting to see more initiatives of this ilk on UFS's new YouTube page. Simple, yet effective.

I'll be back for more at this place, in time, but I could also be coming to a food establishment near you. Maybe. At some point. It's not quite a Giles Coren experience, and I won't be offering a sustainability rating. But I hope to learn something. Who knows, you may too.

## And finally...

**Dreaming of a staff canteen.** The majority of staff who don't have a canteen at work, would appear to want one. A survey of 1,000 people by MMR Research Worldwide (right) showed that having a canteen would increase the amount of fresh foods they'd eat at work, and the variety of foods (one can see how a prawn cocktail sandwich and a can of Lilt can become tiresome). They'd also spend less time preparing foods (conjuring up a chilli con carne with just a kettle and a plastic fork ain't easy). However, they also felt they'd spend more money.

**40kg of pizza and 0kg of carbon.** It's now possible to order that Friday-night pizza guilt-free. The gobaX G1 bicycle has been designed to carry 40kg of load (safely) – though the company behind it suggest that it offers "unlimited carrying possibilities" (presumably not so safe) for the small delivery sector. The bike is for inner-city deliveries and aimed at takeaway food businesses. "Keeping an eye on running costs for any business is



the key to success," Joe Mann, GobaX UK's operations director, said. "By using a GobaX delivery bike, costs like MOT, insurance and petrol are greatly reduced."

**Tesco labels come unstuck.** Back in 2007, the then chief executive of Tesco Terry Leahy, said: "Many of those people who talk about the need for a carbon currency say it is too complicated to develop; that it will take years. However, at Tesco, we believe in action, in overcoming hurdles, in

making complex problems simple." Four years and products on and the UK's biggest supermarket has given up plans to put a carbon label on all 70,000 of its products. But it's the retail giant's fault: it was taking too long and no other supermarkets wanted to play. The labels wouldn't have been used without anything to compare them against, so Tesco's time and money will perhaps be better spent on other environmental projects – or winning back customers. Could one thing lead to another?



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