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The idea of sustainable diets has intrigued me for some time. This is a debate which has it all. Science. Headlines. Psychology. Politics. And controversy.

Most controversial, of course, is the idea that we westerners will have to cut back on burgers. And go easy on the cheese. Less meat and dairy means less greenhouse gases (GHGs). That's because livestock belch out methane (a powerful GHG). They also require food, which is grown using fertilisers and pesticides that also result in nitrous oxide emissions (another powerful GHG). What's more, animals don't convert the food we grow for them very efficiently, which creates a *prima facie* case for vegetarianism (more people could be supported from the same amount of land if we all ate plants rather than giving the plants to animals and then eating them).

But unlike your average dairy cow, this debate is far from black and white. Not all meat consumption is bad and we all don't have to become vegetarian to save the planet (meat-eating apparently had a crucial impact on human development). The majority of us also still want to eat meat.

That's why any changes to menus, diets and guidelines need to be approached with caution. Campaigns like Meat Free Mondays have already been criticised for being too simplistic and encouraging vegetarianism. The media and consumer backlash, backed by a powerful farming

fraternity, can be ruthless. It's no surprise, therefore, that the government has gone into hiding, not wanting to commit on the definition of a sustainable diet.

But that hasn't stopped businesses. Yes, many I speak to are frustrated by the lack of direction offered by government ("It is frustrating and confusing for industry to be expected to operate under conflicting advice and in the absence of a coherent strategy."). But that has stopped them dipping their toe in the water, starting discussions with clients ("corporate clients are further ahead on this idea") and encouraging chefs to create menus that are environmentally low-impact, ethically sourced and healthy.

The first signs of "sustainable menus" are appearing. There seems to be a growing acceptance that this is where foodservice needs to go, for economic, environmental and social reasons. It's a brave move, and it will take time to wean chefs and consumers off their age-old passion for meat – especially with little government leadership. But why wait? As Hugh Fearnley-Whittingstall has put it, addressing this issue isn't about giving anything up, it's about filling your boots: embracing a world of fabulous, fresh ingredients and finding some new and irresistible ways to cook and serve them. The crucial thing is the mental shift: after that, I predict you will find it a breeze.

Cover Image: Famed from last year's Footprint Awards 'Upcycling' scheme, Jules Roebuck once again teamed up with the Footprint Awards to create a tree made entirely out of Huhtamaki's paper cups. Jules worked with a group of pupils from Park Primary School in the Olympic Borough of Newham to create the bespoke sculpture as part of the school's involvement with the Recycle for your Community Schools Programme. Each handmade element represents the Olympic values of Respect, Excellence and Friendship. The purpose of the commission is to raise money to install a vegetable patch at Park Primary School so that pupils can grow their own vegetables to supply the school canteen. To make donations and be part of the press day on July 9th, please contact charlie@footprintmediagroup.com

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making every day a better day

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

For more information on Sodexo's actions visit www.ccr2012.sodexo.com or www.sodexo.com

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School report

Meals with chips cut to 7%
A (Excellent work, well done)

98% of schools offer water as a drink
A (Excellent improvement)

Only half of schools offering pizza every day
B (Good progress, keep it up)

Average meal 1/3 less fat
B (Good progress, keep it up)

Almost all schools ditch sweets
B- (Moving in the right direction)

Pupils having veg, salad or fruit doubles
C- (Good start, but a long way to go)

Source: Children's Food Trust

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This month's contributors



Just why has Jamie Oliver got the Cucina Restaurants MD so hot

under the collar? **Steve Quinn**, who has experience of running hundreds of school kitchens, explains all on page 15.



Joe Morris's joint lifelong passions for the natural world and technology led him directly to a degree in science journalism.

He currently covers waste and renewable energy for a number of publications. On page 12, he weighs up industry opinion on the impending voluntary waste agreement.

More info than ever on menus

MORE THAN one in three high street restaurants offer calorie information on their menus or websites, while more and more are also providing information about the provenance of ingredients.

Some 39% of 115 high street operators surveyed by Horizons for its Menurama report now have calorie information available.

Britain's high street restaurants are also working hard to give diners a choice of innovative new dishes with bold flavour combinations, said the Horizons director of services, Paul Backman.

"Our chain restaurants are becoming much more innovative in terms of dishes and

ingredients, partly to keep people interested, but also because consumers expect them as they now have more exposure to unusual foods through the supermarkets and TV cookery programmes."

The top 10 most commonly listed dishes have remained the same, including fish and chips, beefburgers and chicken curry. But how they are described is changing, Backman revealed.

"A burger, for instance, is more likely to be listed by weight and provenance and fish and chips are often described as being from a sustainable source," he added.

For example, Wayside Inns lists Croxton

Manor cheddar & Ruddles ale tart, Smith & Jones has a Tuxford & Tebbutt stilton burger, Little Chef has a rich steak and Abbot Ale pie on its menu as well as outdoor-reared British pork sausage, while one independent gastropub lists a Herefordshire snail, chicken and smoked bacon pie.



Compass directs consumers towards healthy food

AWAY FROM the high street there is also a trend for foodservice companies to provide more information to customers.

Compass Group, for instance, is launching a new brand to educate consumers about its health, wellbeing and sustainability activities.

Know Your Food will be embedded across the business in line with the company's Responsibility Deal pledges to the government.

Branded materials have already been developed and as guideline daily allowance (GDA) labelling is rolled out across the business, Compass is also introducing Know Your Food boards. Featuring permanent information about GDA labelling and maintaining a balanced diet, as well as regular updates on Compass's sustainable and ethical sourcing initiatives and commitments, these boards will explain what's in the food that Compass serves.

"Central to the creation of Know Your Food is the need for Compass to have one clear programme through which we can drive and communicate all of our health, wellbeing and sustainable sourcing activities and commitments," said the group managing director, Ian Sarson.

Unilever plan going well

UNILEVER HAS set a new target to purchase all its palm oil from traceable sources by 2020. This means it will be able to track all of the certified oil it buys back to the plantation where it was grown.

The company admitted this would be "difficult to achieve" but said it was already on course to reach its original target of 100% sustainable palm oil certified by GreenPalm by the end of 2012, three years ahead of schedule.

Unilever believes the GreenPalm scheme is "only a step along the road towards sustainable palm oil, not the end game".

The move was welcomed by the WWF. Senior policy officer Adam Harrison said that having a company that uses as much palm oil as Unilever does investing in traceable and sustainable palm oil "could be a real game-changer".

The change in target comes as part of a new report on the company's progress globally and nationally towards meeting its Unilever Sustainable Living Plan targets. Unilever Food Solutions has contributed to the plan's success through initiatives including the United Against Waste campaign (see opposite).

Farmed salmon gets eco-label

A NEW SET of standards has been launched to improve the environmental and social impact of the salmon farming industry.

After years of development, the Salmon Aquaculture Dialogue has announced the completion of new global standards for salmon farming and is now handing over the standards to the Aquaculture Stewardship Council (ASC), which will oversee certification of farms.

Fish from accredited farms will be able to carry the new ASC label for 'farmed responsibly' fish. The on-pack label compliments the Marine Stewardship Council's 'blue tick' label which is used on certified and sustainably caught wild fish.

The aim of the voluntary dialogues is to minimise or eliminate the key negative impacts associated with salmon aquaculture, such as sea lice spreading from salmon farms, escaped farmed salmon interbreeding with wild salmon populations, and conflicts within communities regarding shared coastal resources.

Red faces at Red Tractor



THE UK's most widely used assurance scheme, the Red Tractor, has been forced to defend its standards after a new report concluded that it offers few welfare benefits.

Compassion in World Farming (CIWF) and OneKind compared the major farm assurance schemes in England and Scotland, finding that while the Soil Association and RSPCA schemes offered "significant welfare benefits" compared with minimum legal requirements, many other schemes didn't.

The Red Tractor, Quality Meat Scotland, Lion Code and Scottish Finfish Code schemes generally offer few welfare benefits beyond compliance with minimum legal requirements and standard industry practice in the UK, concluded the report. Criticisms included the use of tethering of sheep and cattle and the fact that genetically modified or cloned animals are permitted.

However, it did recognise that such schemes often offer significant welfare benefits over minimum legal requirements in other countries.

The Red Tractor label was launched in 2000 and is now carried on £12bn worth of food annually. Assured Food Standards, which is behind the scheme, rejected CIWF's findings and said it was "not an impartial report" and "often factually incorrect".

It said in a statement: "The Red Tractor scheme has always set out to make smaller but progressive increments to standards that are practical across the majority of the industry.

"We believe that, overall, Red Tractor is making a bigger contribution to farm animal welfare than a standard that aims for much 'higher' standards but attracts only a handful of producers (if any)."

Balanced diets for hotel group

THE PROMOTION of "balanced dishes" with healthier ingredients and less meat is one of the standout targets in Accor's new sustainability plan.

At the end of 2011, 62% of the group's 4,200 hotels offered "balanced dishes" to customers. By 2015 this figure will be 80%.

"Balanced food is part of responsible food," the executive VP for sustainable development, Sophie Flak, told *Foodservice Footprint*. "It's a broader vision which is good in terms of health, limits the impact on the environment, uses Fairtrade and local products and bans the use of endangered species."

By 2015, all hotels will have banned endangered seafood species from menus. But there will also be changes to meals that include a switch from white to wholemeal products and "switches from beef to chicken or from meat and fish to veg".

Flak added: "If you want a balanced plate it is not two-thirds meat and the other third chips."

Accor's Planet 21 scheme identifies 21 areas of the group's activities where improvements will be made, each with a specific policy for action and a measurable goal for 2015.

Waste Watch

In association with



THE VOLUNTARY **agreement on waste should be in place before the summer holidays**, according to the quango given the task of developing it. The Waste and Resources Action Programme (WRAP) told *Foodservice Footprint* of the new timeline after a government report in April indicated that something could be in place in May. "The plan is to go before the summer holidays and the hope is that it will be June," said a spokesman. The Hospitality and Foodservice Agreement will probably include two targets, one to reduce food and packaging waste and the other to increase the amount of waste that is composted, recycled or sent to anaerobic digestion. The targets are not yet known, but proposals set out in a Christmas consultation included

a 5% reduction target and a 70% target for recycling, composting and anaerobic digestion. Bringing such a diverse sector together will not be easy, as WRAP is perhaps already finding (see page 12). But that doesn't mean that there isn't an appetite for change.

The Sustainable Restaurants Association, for instance, has its doggy box campaign. Meanwhile, Unilever Food Solutions has its United Against Waste campaign, which is six months old. To celebrate, the company is **offering to pay for a day's business development session** with the food consultant Chris Barber worth £3,000.

Initiatives such as this will help to move the sector in the right direction – and prepare for tougher regulation from Europe

in the years to come. The European Parliament, for one, is keen to get tough on food waste, and MEPs have called for **2014 to be designated European year against food waste**. The parliament is also calling for the European Commission to develop a convincing European strategy to halve food waste by 2025 and improve access to food for needy European citizens. This could include **changes to public procurement rules** to ensure that, where possible, contracts are awarded to catering companies that use local produce and give away or redistribute leftover food to poorer people or food banks. Unless urgent measures are put in place, food waste in the European Union's 27 member states could rise from 89m to 126m tonnes a year.



SPEECHES HAVE been the talk of the town in the environmental world recently. On the one hand we've had the prime minister's first speech on green issues. On the other, the Queen set out the government's legislative agenda for the 2012-2013 parliamentary session. Both have divided opinion on their relative environmental merits.

David Cameron was perhaps on a losing wicket before he even started: at the last minute the speech was downgraded from a keynote address to some opening remarks. Given that this was the first time he'd spoken on the subject in the two years since walking into Number 10, the environmental lobby were, understandably, a little vexed. After all, back in 2010 Cameron had declared this would be the "greenest government ever".

Greenwash would be more apt. That claim will surely continue to haunt him – perhaps not to the extent of ex-BP chief Tony Hayward's "I'd like my life back" in the aftermath of the Gulf of Mexico oil spill, but you wonder if he regrets saying it.

But does he regret his speech? Perhaps not. Some saw it as a huge success. Grant Thornton's head of energy, environment and sustainability said the PM had "pulled a rabbit out of the hat" and the speech confirmed that the government "remains committed to a diversified low-carbon energy mix".

In his address to energy ministers from 23 leading economies, Cameron explained that "Britain has gone from virtually no capacity for renewables, to seeing them provide almost 10% of our total electricity needs last year."

He added: "Our commitment and investment in renewable energy has helped to make renewable energy possible. Now

we have a different challenge. We need to make it financially sustainable."

Indeed. This is where Cameron's neighbour on Downing Street, the chancellor, George Osborne, sees the arguments falling apart. He has his very own green faux pas: last year he claimed: "We're not going to save the planet by putting our country out of business".

The environmental lobby is getting a little tired of it all – not least the organisation that helped relaunch the blue party as green. The WWF organised "that" husky photoshoot (the one in which Cameron posed on the ice on the way to visiting a melting glacier). The *Guardian's* Juliette Jowitt pointed out that one of Cameron's allies had suggested the pictures were "worth a thousand speeches". Perhaps that's why the green issue speeches have totalled one since then.

WWF's chief executive, David Nussbaum, summed it all up when he said: "Back in 2006 we in WWF were really inspired by David Cameron's commitment to environmental issues in opposition, and struck by his assertion that we couldn't abandon environmental concerns due to austerity. Six years on we're still waiting for a major speech on the environment from David Cameron, but this wasn't it."

Did the Queen do any better? It's not easy to critique Her Majesty, but the content of the speech seems to have evoked reserved appreciation. The speech confirmed a wide-ranging energy bill would be put before Parliament in the next 12 months that will "propose reform of the electricity market to deliver secure, clean and affordable electricity, and ensure prices are fair". There was also mention of a draft water bill and the launch of the Green Investment Bank.



As many suggested: the devil will be in the detail and the timing.

So the Queen may have done a better job than the Prime Minister. But which of them has the lowest carbon footprint? The chances are that David and Elizabeth wouldn't have to live within the constraints of personal carbon allowances – but many of us might. The idea of carbon GDA, to guide us on environmental choices as has been the case with nutritional labelling, was recently tested by Coca-Cola and the Carbon Trust. Two dozen consumers were given a carbon allowance of 20kg of CO₂ a day and asked to record everything they did, ate, drank and used.

The results were positive, with CO₂ cut by a couple of kilos – but no more. Those involved made the easy choices, the survey concluded, but got anxious when asked to go a little further and compromise on things like food and drink. However, the trial did open the eyes of the guinea pigs to some of the environmental issues related to food and drink consumption, especially the impact of meat (see page 16). Coke said the paper shows how “personal carbon allowances could work in practice”.

Fellow brand behemoth Nike is also bidding for a place as environmental pioneer with an interactive sustainability report allowing customers to design a pair of trainers using greener materials. The idea, according to an interview on BusinessGreen.com, is to bring “all this geeky stuff into real speak”. Customers will be able to play around with designs so they get an idea of what the company is doing to reduce its impacts (Nike's long-term strategic vision is to “decouple profitable growth from constrained resources”). Indeed, its own designers follow a “considered index” complete with 75,000 different materials to help reduce waste and detoxify the manufacturing process.

And where better to use this pair of trainers than an eco-gym? The Great Outdoor Gym company is piloting a number of machines in Hull, such as bikes and cross trainers, that help people pump electricity rather than iron. The company hopes to harness the power of 2.5m people within five years – and there could be no better time to start than an Olympic year.

Road to nowhere? Since his stunt with the WWF in 2010, David Cameron has failed to melt the hearts of the green lobby.

What's on the web



Restaurant waste co-op

Over 80 restaurants in Glasgow have come together to tackle waste and cut costs. The new “resource recovery co-operative” comes on the back of new waste regulations in Scotland which require businesses to separate paper and card, plastic, metal and glass for recycling by 2013. Those producing more than 50kg of food waste a week will also need to separate it for collection by January 2014.



Star chefs cook sustainable fish

Three renowned international chefs were guests at the European Parliament kitchens recently where they prepared a special “sustainable fish dish” for thousands of MEPs, staff and visitors of the parliament. The Belgian chef Lionel Rigolet from the two-star Michelin restaurant Comme Chez Soi, Eric Coisel from the renowned Parisian seafood restaurant Prunier and Jean-Claude Moucaud from L'Ecuelle in Luxembourg prepared the dishes during a discussion about the reform of the Common Fisheries Policy which will take place this year.



Activists target KFC

Greenpeace activists scaled the headquarters of the world's largest fast food company and unfurled a giant banner appealing to KFC and its parent company Yum! Brands “to stop turning the homes of endangered Sumatran tigers into trash”. The stunt came on the same day that Greenpeace launched a new report as part of its ongoing campaign against Asia Pulp and Paper (APP), accusing it of sourcing timber from rainforest clearance in Indonesia. KFC was named as a customer of APP in the report. However, the fast food chain has denied any links with the controversial supplier.



60 seconds with Sodexo

“The foodservices sector has started to embrace the various pledges within the Responsibility Deal. We have seen some promising results. And like all things new, and certainly with voluntary schemes with the extensiveness of this deal, sufficient time for proper analysis and success is crucial.” The Sodexo corporate affairs director, Phil Hooper, describes the first 12 months of the government's Responsibility Deal on health.



Green Paper Report

The refrigeration supplier Gram is calling for info from foodservice companies for its Green Paper Report 2012. The report will develop a detailed picture of the progress made on sustainability right across the sector.

Low-carbon procurement back on the menu

A groundbreaking partnership between public and private sector promises to create demand for lower-carbon products in the catering sector. *Nick Hughes reports.*



THE SHIFT towards a low-carbon economy was one of the pillars of David Cameron's promise – on becoming Prime Minister – to lead the “greenest government ever”. Fast-forward two years and those innocent days when the word “economy” was often prefixed with “low-carbon” or “green” seem like a distant memory.

For advocates of sustainable development, the utopian vision saw suppliers of affordable low-carbon goods and services winning contracts at the expense of laggards who failed to fully embrace the green agenda.

The reality has proved very different. The prolonged period of economic depression has meant that, where procurement is concerned, cost still reigns supreme leaving green innovators to reflect on whether their investment in low-carbon technologies was really worth it.

In launching a brand-new initiative this month aimed at stimulating demand for low-carbon goods and services, the

business secretary, Vince Cable, admitted that such products are still not reaching the market at the pace, in the quantities and at the price needed. “Without a visible, credible and committed customer demand, suppliers lack a key incentive to invest in developing the low-carbon products of the future,” said Cable.

The new scheme aims to change all that. Spearheaded by the Prince of Wales's Corporate Leaders Group on Climate Change and the Department for Business, it brings together major public- and private-sector customers – including the Government Procurement Service, BT and BSKyB – in establishing joint Procurement Compacts for low to zero-carbon goods and services in three pilot sectors: catering, transport and energy (biogas).

In essence, the compacts are a call-to-arms to suppliers in these sectors to participate in an open dialogue about how they can work with their customers to bring progressively lower-carbon goods and services to the market. There are no legally

binding targets – just commitments from the signatories that if suppliers can deliver low-carbon products and services at an acceptable price, they will buy them.

The hope is that the compacts will provide the impetus for a shift towards low-carbon procurement in the three sectors. Their challenge will be in convincing suppliers that they intend to make good on their commitments.

There is a common paradox that has so far hampered the commercialisation of low-carbon technologies. Mitigating climate change requires new goods and services that are not yet commercially available or only available at excessive cost. Because they're not available customers don't ask for them, and because there is no demand companies which try to innovate don't have grounds for new investment. As a result, low-carbon goods and services struggle to reach the market and customers have few options available to them.

Economic uncertainty has exacerbated the problem, with buyers of catering goods



and services in both the public and private sectors invariably resorting to lowest-cost tender processes to meet exacting budgetary demands.

Martin Chown, the director of government procurement projects for the Government Procurement Service, admits that “one of our key objectives is delivering savings for the public sector” but he also adds that “the opportunity is there to see how we can do that in a more sustainable way”.

In catering, in particular, there are substantial opportunities for carbon savings through better procurement. Cable cited the example of a family-run baker that received a grant from the Carbon Trust to install new ovens, which resulted in carbon savings of up to 40%. “Multiply that across all the ovens used in the public sector and that becomes an excellent saving,” he enthused.

The greatest strength of the compact is its simplicity, according to Cable. There are no complex algorithms to calculate the carbon performance of goods and services. If suppliers or foodservice operators can

demonstrate improvements in carbon efficiency arising from the manufacture, supply, transport and operation of catering services they will be looked on favourably during the tender process. “You’ve got to make this relatively simple to get past procurement officers in government,” says Cable. “If it’s too complicated people will go back to the lowest-cost tender process.”

But its simplicity may also turn out to be the scheme’s greatest weakness. As the Carbon Trust pointed out during the launch event, measuring the impact of carbon is not a simple process. Much of the carbon impact of food products, in particular, is not in operational carbon but carbon embedded in products at the production end of the supply chain. Cable, however, made no apologies for excluding embedded carbon from consideration in the compacts. “It would be incredibly difficult to apply and may end up with nothing being done. Our main task is to get to first base,” he said.

If the government’s recent performance on sustainable procurement is anything to go by, the partnership may be wise in not seeking to run before it can walk. DEFRA was recently found to be falling short of meeting its own buying standards on food procurement; proof, in the opinion of Sustain, that “the government is not prioritising sustainability when it comes to

buying food with taxpayers’ money”.

For the scheme to work, catering suppliers will need to be convinced that the signatories are committed to delivering on their promises. Keith Warren, the director of the Catering Equipment Suppliers Association, welcomed the initiative but said it was in need of refinement and recommended the setting up of a cross-departmental strategy group committed to driving the agenda forward.

Ultimately, the proof of the compacts’ potential to deliver real change will be in their ability to provide a competitive advantage to suppliers who can deliver low-cost carbon goods and services and thus overcome some of the barriers to their development.

As Neil Carson, the CEO of the chemicals company Johnson Matthey, noted: “The risk is that you have to invest R&D money into something that may turn out to be unsuccessful. The second risk is that there may not be a market for these products. These compacts should remove the second risk at least.”

The intention is undoubtedly a good one. The onus will now shift onto suppliers to engage with an initiative that could, in the best-case scenario, provide a catalyst for the long-awaited shift towards a low-carbon economy.

Key questions

What is a procurement compact?

It is a statement of commitment of public- and private-sector customers to buy progressively lower-carbon goods and services providing they meet operational needs and can be delivered cost-effectively

What does it mean for the catering sector?

Signatories including Lloyds Banking Group, Nottingham University Hospitals NHS Trust, the Government Procurement Service and BSkyB have stated their ambition to purchase lower-carbon catering goods and services taking into account food procurement, transport, distribution, preparation and waste management.

How can suppliers get involved?

Suppliers can express their interest in supplying lower-carbon goods and services or simply offer opinions on the procurement compact by completing a short questionnaire at www.cpsl.cam.ac.uk/procurement.

What happens next?

Further details on the compacts will be released throughout the rest of the year. In the longer term, the plan is for joint public-private steering groups to be established and yearly updates on progress to be given.



Pressure mounts as industry awaits waste agreement

Some are raising doubts about whether a voluntary agreement to cut waste can work for foodservice businesses, as *Joe Morris* reports.

BY THE TIME you read this, the hospitality sector could have a new voluntary agreement on waste. The Waste and Resources Action Programme (WRAP) has confirmed that it hopes to go ahead and publish the agreement “before the summer holidays”.

It’s a slight delay. An update of progress on the government’s 2011 waste review had suggested that the Hospitality and Food Service Agreement was “on track” and “expected to be launched in May 2012”. But what’s a few weeks when it comes to ground-breaking initiatives?

Indeed, the idea is a sound one: to cut the 1.5m tonnes of waste from the sector that still ends up in landfill. There will be two targets: one to reduce food and packaging and another to up the amount of waste that’s recycled, composted or sent to anaerobic digestion. In theory, this makes business sense too: cutting waste saves money and emissions.

But what about in practice? Is this voluntary agreement really what the hospitality and foodservice sector needs to help limit waste? Should guidance instead be passed down in the form of binding decrees, dictated from a remote government department? Or should it be cultivated in an organic fashion with the help of the producers of the waste themselves?

“Voluntary industry agreements have been important in raising the awareness of the need for waste minimisation and also in promoting central concepts such as the waste hierarchy,” says Mark Richmond, waste expert at the environmental consultancy WSP Group.

“Experience from the Courtauld Commitment has shown that delivery bodies such as WRAP are instrumental to the success of

voluntary initiatives as their research and advice helps individual businesses to identify and implement resource-efficient practices,” he says.

The Courtauld Commitment has been successful. Currently in its second incarnation, with 52 signatories including most of the industry’s major players, this continually evolving, completely voluntary responsibility deal has seen recycling rates rocket and along the way has spawned many technological and logistical innovations, from ultralight milk bottles to high-tech biodegradable packaging.

But this isn’t the grocery sector. This is foodservice and hospitality, a very different sector. To try to recycle the Courtauld Commitment into a similar agreement for this sector would be a waste of time.

Many within the sector will not have the resources or the knowledge base to be able to participate fully

WRAP, which has been appointed custodian of the hospitality scheme, is apparently under no illusions about the task it faces – even with all the experience gained from Courtauld. Could this explain why the press office remained tight-lipped when asked to confirm the May target date? Who knows? What is clear, however, is that WRAP is a confirmed follower of the consensual school of policy development.

Adam Read, practice director of waste management at the sustainability consultants AEA, believes WRAP is using its hard-won knowledge wisely. “WRAP has invested a great deal of time and effort consulting the sector to make sure it has got it right. Trade associations have been consulted and large organisations in the sector (as well as some SMEs) have been approached and have

provided thorough feedback on the direction it should take.”

Yet he cautions that there are limits to the lessons that can be learned from what, at the heart of it, is quite a different commercial landscape. Voluntary agreements aren't new in the hospitality sector, with the responsibility deal on health having been widely supported. But can this new agreement garner the same kind of support?

Some have their doubts. Shirley Duncalf, head of sustainability at 3663, says: “This will be a challenging task. Many within the sector will not have the resources or the knowledge base to be able to participate fully; even larger companies may struggle to collate the required data for the agreement, particularly multisite operators.

Some of the proposed targets are less stretching than our own

“The most demanding challenge will be to get a sufficient percentage of the sector involved to make a real difference. Contract catering will present additional difficulties as they can be in the position of operating from a site but not responsible for the waste management of that site. Another consideration is how to deal with the takeaway packaging produced by this sector, as it is seen as an issue by the general public yet it is the consumer who makes the decision on its disposal.”

The diversity of the sector is a key challenge, and WRAP will certainly have its work cut out producing a one-size-fits-all agreement for fast-food outlets, hotels, restaurants, contract caterers and pubs.

“Perhaps the only concern I have at this point is the level of support that WRAP will be able to provide to these broad range and vast number of target organisations,” says AEA's Read. For instance, “the reality is that each pub produces very little food waste, so how will WRAP convince them to take action? I think the answer [will come] in working with the pub groups & trade associations.”

One approach to ensure widespread involvement could be to focus efforts on the big hitters which are, for the most part, already very receptive, and let the word spread from there. The role of businesses in driving change should not be underestimated – in the UK 30% of consumers think food waste is the responsibility of caterers, compared with just 4% who think it's up to the government.

Those figures come from Unilever Food Solutions, one of the big hitters, which has

set its stall out with the United Against Waste campaign as well as a toolkit to help all foodservice companies cut waste. Channel marketing director Peter Dahl says: “Hundreds of businesses have downloaded the toolkit and are using it to reduce avoidable food waste.”

He adds: “The UK hospitality and foodservice sector is in a strong position to make a considerable contribution to reducing food and associated packaging waste. We welcome the agreement and believe that any initiative that encourages people to positively change the way they operate is a good thing. We know there's desire within the sector to improve our waste and recycling figures.”

Dahl acknowledges the difficulties facing WRAP in designing an all-encompassing agreement, but he's confident it will prove sufficiently adaptable.

“The agreement is flexible enough for companies of all sizes to sign up to,” he explains. “Both large and small operators will be encouraged to share good practice and the reporting structure varies depending upon the size of the business, so it should work across the board.

“This agreement will help the industry work towards a unified goal and remind those who haven't yet implemented schemes that they have an important part to play.”

Duncalf, of 3663, agrees that having a government-based agreement ensures greater participation and uniformity in working towards the same targets. In the Christmas consultation WRAP proposed a cut in food and packaging waste of 5% among signatories and an increase in waste recycled, composted or sent to anaerobic digestion from 47% to 70%. These figures would be against a 2011 baseline. If met, 418,000 tonnes of waste would be diverted from landfill, saving businesses £76m – and that's if just 25% of the sector by turnover signs up.

Duncalf says she has found the targets “very similar or in some cases even less stretching” than those 3663 has set.

By the time you have read this, the official targets may well have been published, along with the agreement. Only time will tell if it has the desired effect.



Stealth successes

NEVER WORK with animals or children. Those involved in school catering would certainly agree with the latter after a rollercoaster month which has placed school dinners firmly back on the political and media agendas.

Jamie Oliver got the ball rolling with an attack on Michael Gove, the education secretary. In an interview with the *Observer Food Monthly* he said: "Two out of five kids are obese. The fact is they [the coalition government] are doing nothing. This mantra that we are not going to tell [academy] schools what to do just isn't good enough in the midst of the biggest obesity epidemic ever. The public health of 5m children should not be left to luck or chance."

This was followed with a survey by the Prince's Trust and the *Times Educational Supplement* that found 48% of teachers regularly witnessed pupils coming in to school suffering from malnutrition or showing signs that they hadn't eaten enough. The ATL teachers' union leader, Mary Bousted, had also suggested in April that there was concern among teachers about the size, quality and choice of dinners.

But it wasn't all bad news. A report at the end of April, published by the Children's Food Trust, showed that much progress has been made since 2004. Chip consumption is down from 43% to 7%. An average school meal contains a third less saturated fat. And the number of schools that offer fruit and veg or salad has risen from 59% to 98%.

"This report debunks the myth that children don't like healthy food," the trust's chief executive, Judy Hargadon, told the *Guardian*. "We're seeing a significant change in their eating habits. We've gone quite a long way on the school food journey but there's still a long way to go."

Progress has undoubtedly been made since Oliver's 2005 TV series "Jamie's School Dinners." But what has angered some caterers is that until the Children's Food Trust survey, much of the reporting had tarred the sector with the same brush.

As Steve Quinn, MD at Cucina Restaurants, suggests opposite, this is "a bit deflating given all the hard work we do".

Hard work indeed. Lynda Mitchell, national chair of the Local Authorities Catering Association, said the Children's Food Trust results should "send a strong signal to the government that we are turning the corner in secondary schools and that mandatory nutritional standards are beginning to pay off. However, school caterers know that they cannot be complacent or rest on their laurels."

This is equally true when it comes to publicity. In the aftermath of Oliver's interview and the Prince's Trust survey it was hard to find any comments from caterers anywhere.

Whether this is because the journalists couldn't be bothered to ask them, or because the caterers couldn't be bothered to respond, is not clear.

What is clear is that there is an opportunity here: an opportunity for those who are working hard to improve school meals on a budget and who are pushing past the government guidelines to tell people about it.

There are great stories out there, so let's hear about them. And the way to do that is not just through the media, but by wider communications with the likes of Gove and Oliver too.

The battle between those two, and over whether academies should be subject to the same mandatory nutritional standards as other schools, is likely to continue.

The improvements made through mandatory standards are hard to ignore and the Local Authorities Catering Association, like Oliver, is calling for a single set of mandatory standards applicable to all schools.

School report

Meals with chips cut to 7%
A (Excellent work, well done)

98% of schools offer water as a drink
A (Excellent improvement)

Only half of schools offering pizza every day
B (Good progress, keep it up)

Average meal 1/3 less fat
B (Good progress, keep it up)

Almost all schools ditch sweets
B- (Moving in the right direction)

Pupils having veg, salad or fruit doubles
C- (Good start, but a long way to go)

Source: Children's Food Trust

Just over half of England's 3,261 secondaries are or aim to be academies. "The issue with academies is that they sit outside the government's nutritional guidelines," says the BaxterStorey procurement and supply chain director, Anil Alim. "So if they come up with something similar, that would be fine, but if we go back to the days of Turkey Twizzlers and chips then we will be taking a step backwards."

The fact is that a lot of caterers have moved, and are continuing to move, forwards. The problem is that we don't hear enough about it.

Steve Quinn

MD, Cucina Restaurants



I HAVE TO say that Jamie Oliver's recent attack on Michael Gove over non-mandatory nutritional standards in academies made me a bit cross.

You may think that's a strange reaction from the head of a school catering company.

Well, let me say first that my annoyance isn't because I disagree with Jamie on the main issue. I absolutely don't. Not only do I think the government's nutritional guidelines should be universally adopted, I also think they should be much better policed across the board.

The difficulty I have is that nowhere, in any of Jamie's invective against the education secretary, has there been any recognition or acknowledgement of the huge strides that some school caterers have made in the years since "Jamie's School Dinners" appeared on TV in 2005.

Indeed, from the tone of Jamie's remarks, the general public could be forgiven for thinking that nothing has been done to improve the standard of eating in schools. All school caterers have apparently been tarred with the same brush. And when you work as hard as we do, that can be a bit deflating.

There seems to be this implication that if you put school dinners into the hands of private caterers, the drive for profits will take over and corners will be cut wherever possible in order to keep costs down. Sure, that may well be the case for some, but it's certainly not the case for all. It really does depend on your priorities and the business model you put in place.

When I started my company, Cucina, seven years ago I was genuinely inspired by Jamie Oliver. In my previous job I'd had to

oversee 220 school kitchens and I'd seen at first hand the kind of rubbish food that kids were often served up.

So when we started our company we were determined to prove that with the right business model it is possible to put nutrition at the very top of the agenda and turn school food around. And, by being prepared to absorb some costs and realistic about our profits, that's precisely what we've achieved.

Cucina is now a successful, profitable company. I'm not exaggerating when I say that in all our client schools we've doubled, tripled and quadrupled uptake of school meals. Yet we still manage to cook all food from scratch. We make our own bread, our own sauces and many of our own condiments. Each of our school restaurants has its own trained chef and each offers a vast range of healthy, yummy food daily. We give our young customers food they recognise, but we make sure it's top quality too. We call it "stealthy eating".

I accept that not all catering companies share these priorities. Broader implementation and stricter policing of the guidelines would do much to eradicate the "convenience food" mentality of caterers too used to buying in packs of premade goo, snipping off the top, pouring it over pasta and calling it a sauce.

But look at the other end of the spectrum. Our company and others like us are showing how things can be improved and that's the message I want to get out there. Not just to blow our own company's trumpet – though that's always nice – but to show what can be achieved. Getting young people to enjoy eating well is the first step to developing a genuine love of good food.

Wouldn't it help things along enormously if companies like ours were looked upon as beacons and used as resources by Mr Oliver and Mr Gove? I certainly think so.

Viewpoint

A hard choice

Politicians fear the idea. Environmentalists love it. Consumers don't understand it. And businesses are beginning to trial it. *David Burrows* investigates the controversial concept of sustainable diets.

OBESITY AND diet-related illness are on the increase. Fewer young people are being taught how to cook or grow food. And advertisers are targeting kids with junk food ads on the internet. At the same time the world faces growing fears about food security as the global population increases, more people eat meat and dairy, and the climate destabilises as a result of forest destruction and fossil fuel use. In summary, as Joan Walley, the chairwoman of Parliament's environmental audit committee (EAC) puts it, "our food system is failing."

The EAC has just published its Sustainable Food report. Few would disagree with its conclusion that the UK's food policy is in a mess: messages can be contradictory, leadership is a rarity and quite a few gaps remain in research. The report urges the government to stop dodging and start doing when it comes to developing a sustainable food policy. "The government is understandably sceptical about anything that seems like nanny-statism, but the evidence is clear – intervention is needed to tackle obesity and fix our food system," says Walley. "In many cases, reducing environmental impacts and

getting people to eat more healthily can be achieved in tandem."

The synergies between diets that are healthy and have a low environmental impact are nothing new. Yet progress on guidelines to help define what is meant by a so-called sustainable diet has been slow. The Sustainable Development Commission began to develop its own model; then it was axed in the bonfire of quangos. The Food Standards Agency also had a go; it tried to integrate sustainability into the Eatwell plate (which provides nutritional guidelines on diet) before its responsibilities for nutrition were curtailed by the Department of Health.

The concept of eating less meat has already led to conflict

Earlier last year, the government's climate change committee suggested that policy options around encouraging sustainable diets should be considered – but 12 months on and food experts suggest there is "little evidence" that any direct action has been taken. The Foresight report on the future of food and farming also noted that "there is little dispute about the

importance of a balanced diet and the role of a moderate intake of livestock products; communicating this to the consumer should be a priority for public health".

And therein lies the problem. Sue Dibb, the executive director of the Food Ethics Council (FEC), explains: "The initial reaction to some aspects of sustainable diets by some in government and business was to say 'too difficult' and for that reason some elements became seen as a hot potato." Most notable was the idea of eating less meat. "The government is reluctant to be seen to be telling people what to eat," adds Dibb.

That a sustainable diet has less meat is a difficult concept for government to swallow – and it has already led to conflict between departments. Most revealing was the spat following a report in the *Lancet* which concluded that in order to meet the UK's targets to cut greenhouse gas emissions by 80% by 2050, livestock production would have to be cut by 30%. This would also result in a sharp drop in saturated fat consumption, and thus a 15% reduction in heart disease. Ministers at the Department of Health (DoH) and Department for Energy and Climate Change (DECC) loved the

e to swallow

idea. Their counterparts at the Department for Environment, Food and Rural Affairs (DEFRA), didn't. A foodfight through Whitehall ensued which, arguably, DEFRA won with the report left to gather dust on a shelf somewhere.

So could the same fate await the new EAC report? While it doesn't directly call on the government to define a sustainable diet, it recommends a more joined-up approach between the departments responsible for health, climate and food. This summer, DEFRA is expected to launch its "ambitious" Green Food Project which a spokeswoman says will "make the whole food chain as sustainable as possible".

However, in a statement there is no mention of any links between this and healthy food. The EAC says the project is too narrow and "risks ignoring the wider social and health implications of how we grow, trade and consume food in the UK".

Given that the government has pinned its hopes on the Green Food Project to provide a focus for food policy, there is a feeling that the EAC report might be quietly shelved. But the big question is: does it matter?

Is there an opportunity for business to take the (ethically sourced) bull by the horns and drive this agenda? Why not create meals that have a little less meat and more of the five-a-day to save money and cater for customer needs? Why not inspire chefs to create more exciting vegetarian

options to encourage the meat-reducers out there?

Less meat please, we're British

Research all the way back in 2003 showed that UK shoppers are keen to cut back on meat. Datamonitor found that 138 million people across Europe were actively trying to limit their meat intake. The UK had the highest level of "meat-reducers" or "flexitarians" at 46% of the population.

A more recent study by Euromonitor showed that sales of meat have actually slowed due, in part, to the growing trend towards meat-free or meat-reduced diets.

Those who are cutting back on meat include the health-conscious and green-aware, and those who support animal welfare, as well as those trying to save cash. The shift isn't quite so great when it comes to dining out, but the Vegetarian Society estimates that the amount of meat reducers could be as high as 5%. And yet little is being done to encourage them to forego meat when they eat out.

Liz O'Neill from the Vegetarian Society highlights research showing that 85% of vegetarians have been offered fish as a vegetarian choice when eating out. "If restaurants can't even get that kind of thing right, then vegetarian customers are right to be concerned," she says. But so too should caterers and foodservice operators. Vegetarians account for nearly £2.5 billion worth of food eaten out-of-

home every year but, according to the Big Veggie Survey published last month during National Vegetarian Week, 75% are unhappy with what's on offer – especially the lack of choice. That's a potential £1.8 billion of sales "at risk", says O'Neill – and who knows how much more when meat reducers are considered.

John McKears is the foodservice sales manager at Jus-Rol Professional. He says the days when caterers could simply provide a default vegetarian option are long gone. "There is a captive audience out there actively searching for meat-free dishes," he explains. "This is an important change in UK dining habits and the modern menu needs to reflect this."

The closest that anyone has come to defining what a sustainable diet might look like is WWF. Working with Aberdeen University, the NGO's One Planet Food Team came up with the Livewell plate which put an environmental spin on the government's Eatwell plate (see boxout). Surprisingly, only a few "simple tweaks" to modern-day diets could make all the difference – top of the list is to eat more veg and less meat.

Some in the hospitality industry are already embracing the idea of menus with less meat and more veg – and not just because they are more sustainable. "I can see a move to less meat in menus from a number of standpoints, including health, sustainability and cost," says the CH&Co

Continued from page 17

managing director, Caroline Fry. "Within our Wellbeingbeingwell healthy eating approach, we've come to recognise that meat's role in a meal doesn't necessarily have to be centre stage, and that a more equal balance between meat, meat alternatives and vegetables is often a healthier, more sustainable and more palatable option."

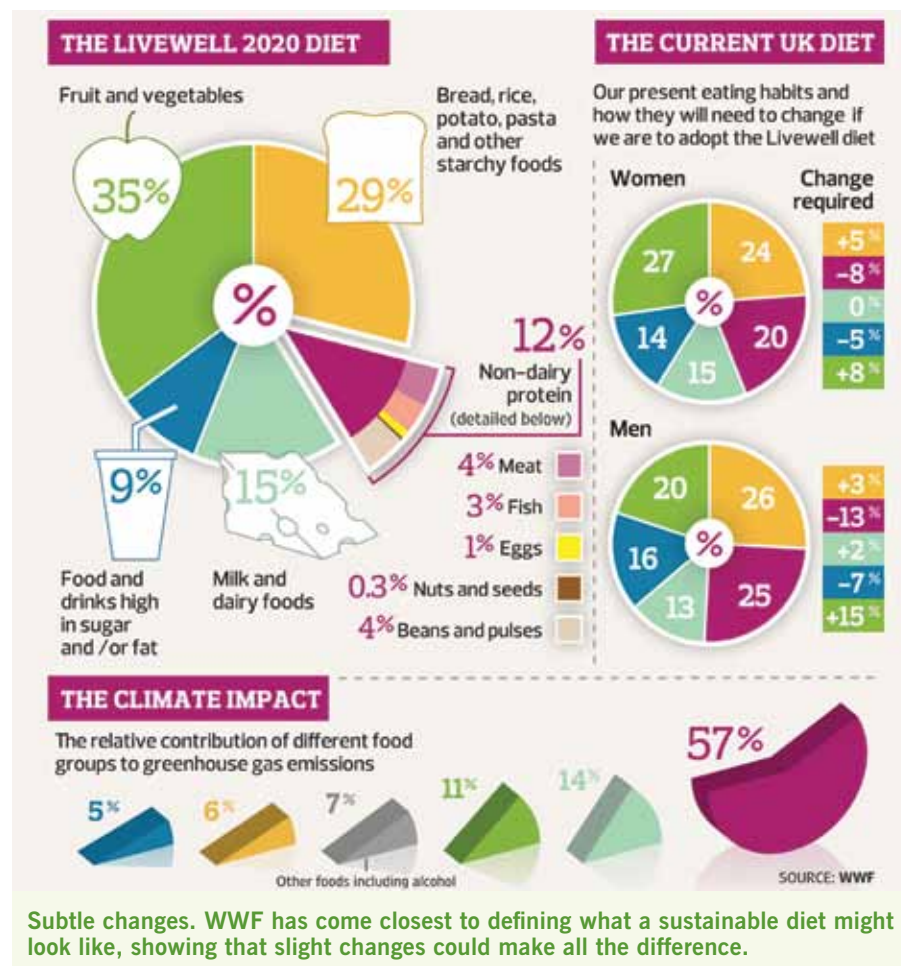
Sophie Flak, the executive vice-president for sustainable development at the Accor Group, agrees: Accor has a target to offer "balanced dishes" in 80% of its 4,200 hotels by 2015 (the figure currently stands at 62%). These dishes will be integrated into what Flak calls "smarter menus" with less meat and healthier ingredients. The idea is similar to that of a sustainable menu and could involve "switches from beef to chicken or from meat and fish to veg" both of which would dramatically reduce the environmental footprint of the hotel's meals and, critically, increase the profitability of each plate.

Chefs must get creative

"Balanced food is part of responsible food," Flak explains. "It's a broader vision which is good in terms of health, limits the impact on the environment, uses Fairtrade and local products and bans the use of endangered species. If you want a balanced plate, it is not two-thirds meat and the other third chips."

Flak admits that such changes will challenge the group's chefs, and they'll also have to be careful not to guilt any customers into anything – but she's adamant that change needs to happen. Chefs across foodservice will have a significant role to play if the UK is to move to more sustainable diets that still excite consumers. The fact that the likes of Hugh Fearnley-Whittingstall are already trying to get creative with carrots will certainly help drive innovation. In a blog for the *Guardian*, the once notorious carnivore writes: "Let me be clear: I have not become a vegetarian, nor do I think I ever will. So the dialogue I'm keen to begin with other meat-eaters is not about vegetarianism, it's about vegetables. I would love to persuade you to eat more vegetables. And thereby to eat less meat – and maybe a bit less fish too. Why? To summarise, we need to eat more vegetables and less flesh because vegetables are the foods that do us the most good and our planet the least harm."

CH&Co's Fry says the role of the chefs in helping to create sustainable dishes that people want to eat cannot be overestimated. "We've seen a lot of this recently in our business with a real focus on increasing the vegetable content of dishes, highlighting local, seasonal ingredients and in bringing



forward new, interesting menus built around sustainable products and sustainable approaches like nose to tail eating. A great example of chefs using their creativity to make sustainable foods fashionable is at Lusso, our city fine dining business, where we have just launched Ugly Fish Friday featuring less-fashionable fish from the Marine Stewardship Council's approved list."

Smart businesses are already embracing a sustainable diet

The idea of eating more sustainable food on certain days of the week has attracted a lot of interest. This was sparked by Ghent which, since 2009, has been meat- and fish-free on Thursdays. Some 95% of the Belgian town's children at 35 local schools, as well as the elected councillors and civil servants now submit to the *Veggedag* menu each week. Here in the UK it's the beginning of the week that has been promoted through Paul McCartney's Meat Free Mondays campaign.

The beauty of these campaigns is in their simplicity. But that can also be their downfall. The likes of WWF have been extremely careful, when campaigning for a change in our consumption patterns, to ensure the messaging is very much "eat less meat" rather than "eat no meat". Others have been burned in the media while trying to explain

why eating less meat is one of the best ways for the public to reduce their environmental footprint. Lord Stern, who led the ground-breaking review on the economics of climate change, provoked a series of headlines when, in an interview with a national paper, he reportedly advised people to "give up meat to save the planet". In fact, this isn't what he said, as he asserted in a letter the next day: "I was not demanding people become vegetarians, but instead suggested that they should be aware that the more meat they eat, the higher the emissions of greenhouse gases."

Of course, there is an argument that emissions from livestock farming will be reduced as the economy is decarbonised, production becomes more efficient, waste is cut and pesticides use falls thanks to new technologies such as genetic modification. But WWF, among others, argues that such technological advancement won't be enough – there will also need to be a change in behaviour and consumption patterns.

Changing behaviour

So, how much less meat do we need eat? One recent study in the US put the figure at 50% in western countries given the amount of methane produced by livestock and the nitrous oxide emissions from the fertilisers used to grow animal feed. The lead author,

Eric Davidson, admitted that this wouldn't be easy, but neither would it be impossible. "If you had asked me 30 years ago if smoking would be banned in bars, I would have laughed and said that would be impossible in my lifetime, and yet it has come true. Similarly, there would be beneficial health benefits for most Americans and western Europeans to stop 'supersizing' and rather to reduce portion sizes of red meat."

With affluence in countries like China and India rising, one concern is that their demand for meat will rise to western levels – a trend that WWF says could push global food security to breaking point. However, the Chinese are mindful of the problems that supersizing has brought to the US, UK and Europe, says Duncan Williamson, a senior policy adviser on WWF-UK's One Planet Food programme. "I've spoken to WWF China and the Chinese government is already aware of the high health costs of moving to western diets. They can't afford the obesity costs that come with that."

It's no secret that there has been a marked deterioration in healthy lifestyles over the years, with 62% of UK adults now overweight – a figure that is expected to rise to 90% by 2050, costing £46 billion. All the more reason for the government not to shy away from telling – or rather advising – people what to eat, as Hazel Wilkinson, the director of social marketing at the behaviour change agency Corporate Culture, explains.

"We're all aware that there is a pretty big prize for changing people's eating habits and encouraging more sustainable behaviour." The case for government intervention to support this "barely needs making", she said. "The more useful debate is around the best nature and shape of these interventions."

Wilkinson believes that there is a dual role for government. First, working with businesses to support the creation of a healthier nation through the products that they manufacture and sell, the way they market these products and how they reach and engage with consumers. And second, encouraging individuals to change their personal behaviour. "Just focusing on one audience without consideration of the other will not achieve the change we need at the speed we need it," she adds.

But even if the government doesn't get involved, the smart businesses are already embracing the idea of a sustainable diet. Convincing their customers and clients to do the same won't be easy, but it may not be as difficult as the politicians think.

Veggie voxpop

The Big Veggie Survey found that three in four vegetarians were unhappy with the choices available when they ate out either at restaurants, cafés or staff canteens. So, we asked four vegetarians about their dining out experiences.



Arthur Swarbrick, Loughborough

A common theme is to have one vegetarian base (such as a veggie chilli) and then use it for all the veggie options on the menu (chilli wrap, chilli with rice/chips, chilli nachos). This isn't variety, this is restrictive and lazy. If a meat-eater had a menu like this in a restaurant or pub they would walk out and go somewhere else. Vegetarians will find the same problem in the next restaurant, and the next. A mushroom isn't a direct replacement for meat. The Victoria Pub in Beeston, Nottingham, has impressed me many times. Their food menu is extensive, imaginative with 50% vegetarian options. Zefferelli's in Cumbria and The Hutch, Canterbury, are both staggeringly good vegetarian restaurants without shouting about it.



Marys Rimron, Cornwall

A large number of restaurants only offer one vegetarian dish, which they call an "option". It is not an option if it is the only vegetarian dish on offer. I have found in the last 12 months that the vegetarian dish of choice for most restaurants, particularly if they are a little upmarket, is risotto. Risotto is stodgy and boring. In cheaper eateries pasta is often the only choice. Both pasta and risotto can be cooked at home cheaply and easily. I have found that little, unpretentious bistros tend to serve the best veggie food. Pulse in Norwich, for instance. As far as chain or big restaurants go, I find that Indian, Thai and Italian restaurants cater better for vegetarians.



Sarah Archer, Perthshire

Better veggie food can really make a difference. Our local pub used to have token veggie offerings, but a new chef has upped the game, added a little innovation and choice: there are often three different dishes available. That change has meant we've eaten there more than we would if it had still been the old chef. On the other side of the coin are those who couldn't care less about vegetarian food. We were in a bar recently and there was a deal on: two steaks and a bottle of wine for £25. When we asked if we could have the deal with a veggie option (all of which were cheaper than any other dishes) we were offered the option of fish. We never went back.



Miriam Simpson, London

I am often unimpressed with vegetarian options when eating out. Not that they are badly prepared but rather unimaginative. Feta and tomato tart or pea and mint risotto ... boring. I am quite lucky though as, living in Tooting, I have a wide variety of delicious veggie Indian options. Recently though I've also been impressed with itsu vegetarian salads. Amazing, not boring, and filling.

Footprint Awards 2012

By Jackie Mitchell



The second annual Footprint Awards celebrated remarkable achievements in sustainability in the foodservice sector. The 15 categories rewarded companies acting responsibly in the industry from large corporations to smaller organisations such as the Clink Charity, which offers fine dining to the public in a fully working prison.

The event took place on May 24th against the backdrop of the newly restored ballroom at 8 Northumberland Avenue, one of the grandest Victorian interiors in London with a dramatic high ceiling – although the organisers succeeded in creating an informal, friendly atmosphere.

Julie Peasgood, the TV presenter, actress and writer, hosted the event and the awards were handed out over the course of the evening, giving guests a chance to mingle in between courses and announcements.

The mood of the evening was summed up by Neil Stephens, the managing director of headline sponsor Nestlé Professional, when he presented the Corporate Social and Environmental Responsibility Award.

“It’s fantastic to be in a room with people who are passionate about sustainability. The awards are a brilliant achievement. We are pleased to be involved and will be for many years to come.”

The sustainability message was reflected in the decor and menu. Tables were adorned with a strikingly creative – and edible – cabbage sculpture. The starter was “nib salad”, or “bin” backwards, with lemon balm and rose petals; a demonstration that short-life produce, destined for landfill the next day, was not only edible but delicious.

As Julie said: “If everyone worked with their suppliers to minimise food waste, think what a difference that would make.”



Taking pride of place in the spectacular ballroom was a multicoloured tree sculpture made from 1,000 cups provided by Huhtamaki and transformed into flowers, leaves and birds by “eco-warrior” pupils at Park Primary School in Newham, east London, near the Olympic site.

Julie explained that the tree represents an important Olympic value – respect.

Guests watched a short film featuring the pupils. The Footprint Fund wants to raise £2,000 for the school to develop its garden so the “eco-warriors” can grow fruit and vegetables.





The Special Achievement Award went to Raymond Blanc, the chef and sustainability guru who runs Le Manoir Aux Quat'Saisons, known globally for seasonal, organic produce. Although Raymond couldn't be there in person, he expressed his gratitude for the award on film. Ironically, as a Frenchman, he was in Paris that night to promote the London Olympics to the French!

Underlining the event's aim of getting the sustainability message to younger generations, a new programme was introduced this year – the Young Chef Sustainability Challenge, won by William Kent of Passmores School and Technology College in Harlow, Essex.

The awards were also a great chance to make new acquaintances and learn about their achievements in sustainability.

On my table was David Tory from Tarrant

Crawford Farm in Blandford Forum, Dorset, who supplied the rose veal for the awards dinner and explained to us how he looks after his livestock with a diet, which includes seaweed.

He struck up an animated conversation with James Manger, the manager of La Moinerie Hotel, part of the Sark Island Hotels group, which came runner-up in the Environmentally Efficient Logistics Award. They are planning to visit each other to learn about their sustainable policies.

Another vital part of the awards is their legacy. Nick Fenwicke-Clennell, the CEO of Footprint Media Group, told the audience that the awards had received RSA accredited status.

This means that the winners and runners-up from last year's awards qualify to enter the European Business Awards for the Environment (EBAE), which were being

announced on the same evening, and this year's winners and runners-up are eligible for the next EBAEs in 2014.

Nick said: "Lasting value for this awards is the Footprint Post Graduate Placement Programme whereby category sponsors can offer a graduate of the environmental sciences the opportunity of an internship to undertake a specific environmental sustainability research project.

Now in its second year we hope this scheme will develop as it is providing students with worthwhile experience and exposure to an industry which otherwise might well be off-radar to them.

With the industry's support we intend to grow this scheme and I would encourage any organisation that feels they can contribute to please take part."

See video at www.footprint-awards.com

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Dr Beth Kewell
Harriet Kingaby
Jiggy Lloyd
Steve Loughton
Paula Moon
Steve Munkley
Laura Spence
Cyrus Todiwala OBE DL
Keith Warren
Bethan Wood

The Winners

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

Sustainable Use of Natural Resources Award
(sponsored by Huhtamaki)
Winner: 3663, for its Environmentally Efficient Logistics



The use of bio fuel sourced from spent cooking oil has led to a reduction in fleet related carbon emissions of 4,264 tonnes (15%) during 2010/11, compared with emissions from the use of standard diesel. This has also resulted in the overall supply chain emissions of every customer from participating depots being lower.

Runner-up: The Table Cafe (The London Linen Group)



Environmentally Efficient Logistics Award

(sponsored by NotBox)
Winner: Brakes, for Driving Down Food Miles



Brakes CSER strategy has reduced costs and improved service for our customers, while saving fuel and reducing CO2 emissions. Last year the combined effects of these initiatives reduced road miles by 1 million km and reduced CO2 emissions by 442,000km

Runner-up: Sark Island Hotels



Corporate Social & Environmental Responsibility Award

(sponsored by Nestlé Professional)
Winner: The Clink Charity prison restaurant



At High Down prison in Sutton, Surrey, prisoner rehabilitation has been under way for several years. Selected inmates are given the opportunity to run the prison's main kitchen, serving prisoners and staff as a way of gaining training and accredited qualifications in foodservice, food preparation and cleaning through City and Guilds and the British Institute of Cleaning Science. Completion of level 2 City and Guilds took prisoner chefs to a standard that could not be raised much further within the environment of the main prison kitchen. The Clink training restaurant is a new kind of rehabilitation initiative to train prisoners to a higher level of readiness for work. It's the only commercial restaurant to be built inside a working British prison to date.

Runner-up: The London Linen Group



Best Sustainable Catering Equipment Manufacturer Award

(sponsored by CH&Co)
Winner: Adande, for its two-drawer refrigerated unit with hydrocarbon gas



Adande is the only company to offer refrigerated insulated drawer technology, and its new type of drawer refrigeration system for caterers includes several innovations. Drawer runners are located outside the cold area for perfect freezer operation. Seals are hidden inside and cannot be accidentally damaged. The set point for each drawer can be adjusted between -22°C and +15°C as required. No ice is required for perfect fish storage. On top of these energy and ergonomic achievements, Adande units will not be sent to landfill at the end of their useful life.

Runner-up: Toasty Products



Best Sustainable Foodservice Installation Award

(sponsored by New Generation Wines)
Winner: PKL, for its energy efficient eKitchen launch



PKL improved the energy efficiency of its portable kitchens, which resulted in the launch of the eKitchen. The improvements were designed to reduce energy consumption and improve the buildings' insulation. The project reduces overall energy consumption, increases floor and roof insulation, reduces heat loss through glazing, improves energy efficiency, reduces water consumption and explores the feasibility of sustainable resources such as solar energy.

Runner-up: Space Catering Equipment



Waste Management and Reduction

(sponsored by Unilever Food Solutions)
Winner: Spirit Pub Company, for its Reverse Logistics Waste Recycling Scheme



Spirit Pub Company, together with foodservice provider Wincanton, developed a reverse logistics solution for recyclable commodities produced by pubs. Pubs now segregate oil, food waste, tins and plastics which are returned to the depot on Wincanton vehicles. Card, tins and plastics are recycled, oil is used for biofuel production and food waste is taken for anaerobic digestion and used to generate electricity which can be used to power Spirit's pubs. Spirit is taking a closed-loop approach to its waste management.

Runner-up: Arla Foods



Special Achievement Award

(sponsored by BaxterStorey)
Winner: Raymond Blanc, Le Manoir Aux Quat'Saisons



Raymond Blanc's passion and deep-down conviction to sustainability in an environmental, social and economic sense seem to be in his DNA. His nomination in this Special Achievement Award comes as a result of the public pressure he applies by being outspoken about the responsibility across the whole foodservice industry to be experts and teachers in sustainability issues.

Runner-up: Terry Reeves, Vegware





British Supply Award
(sponsored by Footprint Forum)
Winner: BaxterStorey



BaxterStorey has a reputation for using fresh, seasonal, locally sourced produce to provide chefs with the highest-quality ingredients, and for recognising the importance of being a responsible corporate citizen. One of its most significant commitments is to support the sustainability of the environment and in particular British farming. BaxterStorey has become the first contract caterer to commit itself to using only fresh meat sourced in the UK.

Runner-up: Dingley Dell Pork



Energy Efficiency Award
(sponsored by Dudson)
Winner: 3663



In response to growing environmental, employee and stakeholder pressure, 3663 instigated a programme for environmental improvement. It has seen a reduction in its absolute carbon emissions of 2.1% in the last year, which when added to reductions over the previous three years takes reductions since 2007 to more than 20%.

Runner-up: Adande



Commercial Benefit Through Sustainable Practice Award
(sponsored by Johnsons Stalbridge Linen)
Winner: Unilever Food Solutions, for its Sustainable Living Plan



The Sustainable Living Plan is a 10-year strategy to embed sustainable values into every part of the Unilever business, which intends to halve the environmental footprint of its ingredients, source 100% of its agricultural raw materials sustainably and help a billion people improve their health and wellbeing. The plan applies to Unilever's entire portfolio of brands, guaranteeing global change. The business also recognises it has a responsibility across the entire supply chain, ensuring it supports the livelihood of millions.

Runner-up: The Clink Charity



Stakeholder Communications Award
(sponsored by Brakes)
Winner: Sodexo, for its stakeholder engagement programme



Sodexo, through its Better Tomorrow Plan – a sustainability strategy to 2020 – intends to improve the quality of daily life of all the people it serves while contributing to the economic, social and environmental development of the communities, regions and countries in which it operates.

Runner-up: Unilever Food Solutions



Innovations in Packaging Award
(sponsored by M&J Seafood)
Winner: Vegware, for zero waste packaging: Vegware and the Food Waste Network



Vegware is the first packaging firm to create a cradle-to-grave solution to transform foodservice packaging into a useful natural resource, not waste. To ensure that its packaging can be diverted from landfill, Vegware started mapping all UK organics recycling services. This developed into its new, free-to-use Food Waste Network, which matches any UK business with its ideal local food waste recycling services, helping save money by maximising recycling.

Runner-up: Nampak Europe



Sustainable Sourcing Award
(sponsored by Epsys)
Winner: Innocent, for its sustainable sourcing of ingredients



Sustainability has been at the heart of Innocent since its conception. The company believes that sustainability is about leaving things a little bit better than when it found them, and that a sustainable business needs to balance the needs of the people, planet and profit. Its five-pillar sustainability strategy focuses on its main impact areas – from farm to fridge and beyond. This includes nutrition, ingredients, production, packaging and legacy.

Runner-up: CH&Co



Community Vote Award
(sponsored by Innocent)
Winner: Harper Adams University College



Voted for by the public, the Community Vote highlights the importance of being able to treat yourself and the environment by making educated choices about where you indulge. Wayne Wright and his team at the Harper Adams catering department were put forward because all of their own meat, poultry and eggs are reared, culled and butchered on-site to feed students and visitors. The importance they place on buying produce locally and from British suppliers where possible was also behind their award win.

Runner-up: Eversheds London catered by Elixir UK

There was also a "highly commended" in this category, which was awarded to Squid & Pear.



Young Chef's Sustainability Challenge Award
(sponsored by Springboard)
Winner: William Kent



William's impressive, well-balanced menu submission clearly demonstrated his culinary flair and really stood out from the other entries. Not only was his sophisticated menu carefully considered, but it was the entry which best embraced the social and economic aspects of sustainability as well as technology to optimise operations. William has great ability – definitely one to watch for the future!



Footprint Awards 2012



A sustainability story

FOR THE second year running, the organisers of the Footprint Awards succeeded in minimising the impact of the awards from the judging to the choice of venue and suppliers for the awards dinner. Enjoy these Footprint facts:

Awards judging

Software was developed that reformed the awards judging processes, which meant judges didn't have to travel and reams of paper weren't couriered round the UK.

The venue

Eight Northumberland captures the essence of the awards' "Back to the Future" theme. It operates with a strong environmental ethos. A lot of the restoration work was done with reclaimed materials, reducing the carbon footprint. Up to 10,000 bottles are recycled each week. Onsite daily recycling is high on the agenda with a programme to educate employees in waste management. Eight Northumberland only uses energy-saving lightbulbs. The Old Billiard Room and Annex only has LED lighting which reduces energy usage by 80%. The lights in the lavatories are only activated when people walk into them. A novel approach in the ladies was a audioteape of Stephen Fry reading "Toad of Toad Hall" rather than the usual dreary piped music.

Backdrop, stage and tree

The stage set was built using as much recyclable material as possible. An important aspect of the decor was the tree made of nearly 1,000 Huhtamaki cups (see page 20 for details).

Table decorations

Instead of using flowers that die within 24 hours of the event, the organisers selected a stylish vegetable creation which was also edible.

Linen was provided by Johnsons Stalbridge Linen. Its linen sites are able to recycle 50-80% of their waste water, so guests were

reassured the tablecloth would be cleaned in a sustainable manner even if they splashed their wine on it.

The menu

Charles Boyd, the director of 8 Northumberland, worked with David Collison, the executive chef, to produce a creative and sustainable menu. The canapés were refreshingly different, involving only fish and vegetables.

The thinking behind the fish dishes was to showcase under-utilised fish and seafood species. By diversifying species on menus, the pressure on existing stocks can be reduced. M&J Seafood donated the fish which Collison transformed into dishes such as cockle popcorn and miniature fishcake with gurnard, minted peas and lemon mayonnaise.

The "nib salad" starter inspired a huge debate at my table and tasted delicious.

The surprise of the evening was the lobster egg – a lobster dish served in a real eggshell with bread soldiers.

Rose veal was the base for the main course. Veal, the meat of a calf, is a byproduct of the dairy industry – a cow has to calve to produce milk but the bulls born as a result aren't needed by the industry. Of the half a million bull calves born each year, only 5,000 are reared for veal and some are sent to Europe to be reared in conditions illegal in the UK since 1990. The vast majority are shot and disposed of, which is an extraordinary waste and a sad aspect of being a dairy farmer.

Thankfully, things are changing. The rose veal served at the dinner was reared by David Tory from Tarrant Crawford Farm in Dorset. David's calves are kept to accredited high welfare standards and slaughtered at seven to eight months, as with pigs and lambs. David is providing a solution to this shocking waste and adoption of rose veal by the foodservice industry will go some way to building this potential market for dairy farmers.

Dessert was a trip down memory lane with the serving of a bubblegum milkshake accompanying the strawberry meringue parfait.

The drinks

Served with the help of New Generation Wines, the pre-dinner drinks comprised prosecco with goji berries and sparkling rose or elderflower cordial with fresh mint.

The starter was accompanied by wine from El Descanso, a Chilean estate which still uses horse-drawn vehicles.

And for the main course the South African Reyneke, an organically produced wine, was served.

A Vivreau purifier was installed at 8 Northumberland to produce the water for the event, thus avoiding bottled water.

The awards plates

The commemorative plates for the winners were supplied by Dudson. The Dudson Evolution range has the smallest carbon footprint of any ceramic hospitality tableware.

The after-dinner Drinks

Boyd's Bar formed the backdrop for the after-dinner celebrations.

The organisers worked with Fair Vodka and Innocent to serve the Not So Innocent Smoothie.

Goody bags

Everyone received a Notbox filled with items from sponsors as well as information about the Clink Charity, Foodservice Footprint's chosen charity.

Notboxes are the recyclable alternative to the traditional single-use cardboard box.

Thank you

Our heartfelt thanks to all those sponsors and partners without whom this process would not be possible and demonstrates that sustainability enhances a night out in the West End.

Tweeting the night away

The event unfolded in real time thanks to the avid tweeters among us @footprintawards #footprintawards



Inspiring innovation

A new Footprint event provided a heady mix of top speakers and impressive environmental solutions, as *Jackie Mitchell* reports

THE BRITISH food industry must boost innovation in order to improve productivity, but sustainably. This was one of the key points made by Lord Carter of Coles in his talk "Innovation in Agriculture and Food".

He was speaking at the first ever Thought Leaders and Innovators Conference and Partnering Event, organised by Footprint Forum in London, on Thursday 24 May. This was a new type of event combining keynote speeches, panel discussions and partnering sessions. These gave people with innovations the opportunity to meet others they wouldn't otherwise meet.

Lord Carter explained that, in the EU at least, agricultural productivity had pretty much flatlined. Over the next decade, projections for increases in agricultural production vary widely – in Brazil an increase of over 40%, in the US growth of between 15% and 20%, and in Europe about 4%.

"This, we believe, is not sustainable," he said.

Lord Carter explained that he chairs the Sub-Committee on the House of Lords subcommittee on agriculture and environment.

"From July 2011 to July 2012, we undertook an inquiry into innovation in EU agriculture. This set out to examine how the EU's strategic aim to promote innovation throughout the economy could be delivered in the agricultural area, and particularly looking at how EU policies could assist."

He outlined what is meant by innovation, which interacts closely with innovation throughout the food chain:

- New technologies such as biotechnology, new crops and new machinery such as precision farming. GPS technology is fitted to 20% of new farm tractors and 50% of combine harvesters, resulting in savings on fuel and other inputs of around 10%.
- Incremental change such as commercial decisions to plant an alternative crop or alter a label. Simple use of labelling can add substantial value to a product such as "Camembert from Normandy".

- Process changes – we heard about a new IT tool for the pig industry allowing the real-time measurement of energy and water use, feed intake, environment and growth. This was developed through a partnership of producers, academics and suppliers.

Lord Carter highlighted that innovation is seen as part of a system, involving co-operation between all parties including researchers, the food processing industry, retailers and consumers.

In one of the morning sessions, Debra Patterson from the Savoy described an innovative project to recycle corks. "Tony Laithwaite from Laithwaite Wines approached me and now the Savoy's corks are collected and used as mulch in the vineyards. Special needs schools also make them into items that are sold to raise money for the Prince's Trust."

The days of us buying off the shelf are numbered

Jack Harding, the Savoy's chief engineer, explained that the water in the hotel's showers is heated by waste heat from the refrigerators. He also said the lighting is automatically adjusted. "If there is no movement in the room after 20 minutes, it shuts down. With 280 rooms, that makes a huge difference."

A total of 134m working days are lost through sickness, which costs the British economy £100bn a year, said Tony Cooke from Sodexo in a panel discussion on health and wellbeing. "Around 27bn people are employed and spend most of their time at work. Foodservice has an important role to play to support that," he said.

"We recognise we don't have all the answers, but if there is no response, there could be a health-related tax called fat tax or sugar tax introduced. If you think that's barmy it's already been introduced in Canada and Denmark."

William McCartney from Sussex Partnership NHS Foundation Trust said: "Food is medicine. One in four of us will have some mental illness. A big part is fresh healthy food and looking after staff.



"You've got to work with staff and value them. They are the key. I have seen the frustration of not getting good procurement practice into the NHS.

"I can guarantee fresh salads cut this morning at 5.30am on patients' plates at lunchtime and broccoli from a local farm on the plate tomorrow. That's very different to getting vegetables that have been sitting in chillers."

Cooke responded: "You're lucky your board backs you up – if only all NHS trusts took the same view. Something has to be done to recognise the role food plays in patients' wellbeing."

Mark Jankovich from Delphis Eco said: "The days of us buying off the shelf are numbered." He described an initiative he started with 3663 "where we gave schools concentrated cleaning liquid in a bottle which they sold to parents for 50p, making 40p margin. When the bottle is empty, the pupils bring it back and get it filled up, so schools learn about recycling. The same project is at Sue Ryder's 300 charity shops which sell it at 99p."

When he heard 2,000 people were waiting for an allotment in Wandsworth, he decided to use some space at the company's premises and create a community garden.

Feedback from delegates at the meeting was positive, with many praising the format of talks, panel discussions and partnering sessions. Lucy Frankel from Vegware said: "The partnering sessions offered an opportunity to sit down informally with people at the coalface. The format of the meeting was good; I enjoyed sitting in on a panel discussion. As a relatively new player, it can be difficult to get noticed so it was great to air my opinions."

Greener pork

First it was palm oil. Now environmental NGOs have set their sights on a new crop: soya. But pork producers are trying to get one step ahead of the game.



IN THE LAST 15 years, the production of soya has doubled. That's good news for farmers in Brazil and Argentina where production has exploded – in Brazil the cultivated area is already the size of the UK. But perhaps not so good for the local environment.

There's a very real concern emerging that as the world demands more meat, it will demand more soya on which to feed livestock. And as demand begins to outstrip supply that could mean two things.

First, the cost of soya rises, and so does the price of meat. And second, soya production expands further into sensitive environments such as the little-known but species-diverse Brazilian savannah, the *cerrado*.

It's no surprise, then, that the likes of the wildlife charity WWF have been campaigning for food businesses and producers to sign up to the Roundtable for Responsible Soya, which sets strict environmental and social standards for soya production. That is

one solution, but one which some see as unsustainable given that responsible soya can include genetically modified soya.

The other solution is to replace soya with something else. The UK imports 70% of its soya directly from Argentina and Brazil to feed livestock, in particular pigs and poultry. Swapping soya for pulses – like peas and beans – could have environmental and economic benefits for pig farmers, says Tony Goodger, trade sector manager for foodservice at the pork industry body BPEX.

"Through incorporating domestically grown peas, beans and legumes into the feed ration for pigs the reliance on soya is reduced," he explains. "That then reduces the need to transport soy across the world, which in turn also makes a saving on the financial and environmental costs associated with transport."

And so the Green Pig project was born. Sponsored by the Environment Department's LINK programme, Green Pig set out to establish the practical limits for inclusion of peas and beans in pig diets – in other words, the impact of the "crop swap" on productivity and growth. A commercial-scale trial was set up on a Midland Pig Producers farm, during which it was discovered that 30% of a pig's diet can consist of peas or beans with no detrimental effect.

"This is higher than the accepted norm and makes it possible to significantly reduce the reliance on soya bean meal," says Goodger.

There was also a benefit to the farm business, as Martin Barker, managing director of Midland Pig Producers, explains: "Incorporating beans into the arable crop rotation reduces the requirement for

purchased fertiliser [beans and peas help to retain key nutrients in the soil] and allows the manure from the pigs to be spread on the wheat and barley in the rotation.

"In simple terms, if we grow a rotation of only wheat, wheat and rape we do not have enough manure to supply the needs of the rape, let alone the cereals, whereas if we grow a rotation of wheat, wheat, barley and beans, the manure is enough for nearly all the land."

A small number of pig producers already feed the animals peas and beans where it suits their system, but the yields can be low and inconsistent. That means more work needs to be done to improve the genetics of the crops to make them a more viable alternative to soya. Goodger says that's a possibility but it requires the co-operation of businesses further up the supply chain – for example, foodservice operators.

"I suppose many in the foodservice sector will ask themselves why they should support the Green Pig project when it is unlikely to mean cheaper pork. But this project provides foodservice operators with the opportunity to be leaders in sustainable responsible business practices.

"For medium-sized foodservice operators who are continually striving to be good corporate citizens, reducing their demand on imported soya and increasing business opportunities for domestically grown crops has to be welcomed.

"But there is a business benefit here too," he adds. "Reducing the reliance of soya in the supply chain means that we won't be beholden to the vagaries of the soya commodity market."



Hidden costs. The production of pork relies heavily on soya imported from South America at huge environmental and economic cost.

The S-word

It may be the most overused word of the 21st century – and we’re among the worst offenders. But does it mean so many different things to so many people that we’re better off avoiding it altogether? We ask the experts.

WE’RE AHEAD of the curve at Foodservice Footprint – pioneers, if you will, of word overuse. A clever little graphic by XKCD (which we can’t publish) shows that by 2036 most publications be using a certain word at a frequency of once per page – and we’re already on twice that.

In the past year, we’ve used it 676 times. Or about 82.28 times per magazine. We’re as guilty as anyone for overuse of this one critical word – and we’re meant to be the wordsmiths.

But it’s a good word, isn’t it (?). Why else would everyone be using it? It’s like “wicked” in the 80s or “sweet” in the 90s or “OMG” in the 00s. But in this case, the popularity of the term represents its high profile and so the greater breadth of the debate. As Dan Crossley, an adviser with Forum for the Future, suggests: “If it’s a sign that more people are thinking about social, environmental and economic issues, then great.”

Sesquipedalians out there might disagree, but the beauty of the word is its depth and breadth of meaning – it captures all of the things Crossley mentions and more (health, for example).

On the flip side, because it’s used in so many different ways it can create confusion and confrontation. “In the case of food, to one group it will mean eating local organic produce, and to the next it will mean planting more genetically modified organisms,” says Lorraine Smith, the director of the think tank that has taken the word as its own. Organic and GM in the same basket: dangerous stuff.

It can also cause confusion around the dinner table. “When I tell anyone what I do they nearly always ask a question about renewable energy,” says the consultant Sarah Daly, who also writes the My Green Eye blog. “The focus has been so firmly on energy, and to a certain degree waste, that most people don’t see the implications

of other issues like water and pollution – but also issues concerning ecology, human rights and equality.”

KPMG’s Vincent Neate also has the word in his job title. He pulls no punches, suggesting that the term has almost become irrelevant.

“I always find that words that mean different things to different people are the best sort of words to use because you can continue to kid yourself that everyone understands you.”

Whether they do or not is often not the point, however. WWF-UK’s head of business and industry, Dax Lovegrove, says forget the language and focus on action.

Just out of interest, what is the definition? The Oxford English Dictionary suggests: “Able to be maintained at a certain rate or level.”

Hence the irony might be that the term becomes unsustainable and, as Neate suggests, perhaps even die out.

That could mean one of two things: it’s either been replaced by an acronym or there’s no need for it because we are living, working, eating within the world’s limits.

Or we aren’t and the human race has died out (a third, slightly more macabre, scenario).

So before any of these scenarios unfolds, we’ve decided to ask a handful of consultants, campaigners and writers how they define sustainable.



Our large ‘sustainable’ footprint

Issue	Pages	Uses
9	44	121
10	40	92
11	44	100
12	44	112
13	44	74
14	28	113
15	36	64

Continued from page 27

How do you use yours?

Consultants, environmentalists, businesses, campaigners and writers provide their definitions of the S-word and its use in everyday life.



"It's fair to say that in today's world, the term 'sustainability' can mean different things to different people. It is really important, therefore, that as an organisation you define what you mean by sustainability, and provide a clear explanation of what your sustainability commitments are and what they relate to. We subscribe to the UN Brundtland commission's definition of sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition provides us with a framework for making all our business decisions and the execution of all of our operational activity."

Sachin Sharma, head of CR and environment, Compass Group UK & Ireland

"I run Sustain's Stop the Slop campaign, which is calling on the government to set compulsory health and sustainability standards for hospital food. However, we almost never use the word 'sustainability' because the term is not well understood, particularly by the public. More often than not, when people use the words 'sustainable' or 'sustainability' they actually have something more specific in mind: for example, they care about animal welfare, healthy eating or protecting endangered fish. I think we communicate more effectively when we stick to specifics, rather than using 'sustainability' as a catch-all term."

Alex Jackson, campaign lead, Sustain



"For me the words 'sustainable' and 'sustainability' aren't used anywhere near enough as there are still too many people and organisations who don't have it embedded in their everyday vocabulary. In an ideal world we would be asking if every single thing we do is sustainable or not and actively finding the more sustainable alternative rather than defaulting to what we've always done. The multiple definitions of sustainability cause huge confusion. The most rigid definition of sustainability is that there is no net deficit to the planet by the action we take."

Sarah Daly, consultant/writer, My Green Eye

"There is a risk that the meaning of the word 'sustainable' is being diluted the more it's used. And consumers are likely to get confused as it's applied to such a broad range of associations ...sustainable business, sustainable agriculture, sustainable cities, even financial sustainability. I see the definition as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs'. While sometimes it's interchanged with the term corporate responsibility – which is more about an organisation managing its operations to minimise its impact on the environment and society – I believe the two both have a valuable role to play in today's language, and indeed shaping today's society."

Rob Pearson, consultant, Two Tomorrows



"Whether there are discussions around moves to a green economy in the UK or sustainable development goals at Rio, the language matters less and it's the action that matters more. Many business and political leaders understand the need to update capitalism in some way so that the world's growing population begins to prosper in ways that are fairer and within the planet's natural limits and so now is the time to put this thinking into action."

Dax Lovegrove, head of business and industry, WWF-UK



"The quantity of use isn't a problem in itself – after all, the word 'economy' is used a lot because it is important. The rising use of 'sustainable' shows a shift in consciousness which is positive, given how unsustainable many of today's systems have become. However, the word needs to be used accurately with attention to its true meaning – pertaining to a system that maintains its own viability using techniques that allow for continual reuse. In environmental terms, the meaning of sustainable is clear but inaccurately using the term, implying something to be sustainable when it is not, is unhelpful and over time could lessen its impact."

Paul Simpson, CEO, Carbon Disclosure Project



"The word 'sustainable' is grossly overused and almost becoming an irrelevancy. What really matters is that business leaders recognise their personal and collective responsibilities to safeguard the environment. I always find that words that mean different things to different people are the best sort of words to use because you can continue to kid yourself that everyone understands you. Language continually evolves and perhaps the use of the word will die out (because it doesn't fit nicely into any particular TLA or three-letter acronym) and be replaced."

Vincent Neate, head of climate change and sustainability, KPMG



"What 'sustainability' really means in relation to business is the need to put long-term strategic thinking at the heart of the organisation and what it does. Private, public and third sector organisations have spent years talking about different definitions for sustainability; what's currently being discussed is that the sustainable future of business must start with providing customers with the products and services they need to live more sustainable lives. By doing this, industry will contribute to creating sustainable communities and stronger, more sustainable markets to operate in."

Amanda Long, CEO, Corporate Culture



"The term 'sustainability' is being used more and more in certain circles, but I don't think that's necessarily a bad thing. If it's a sign that more people are thinking about social, environmental and economic issues, then great. Obviously there is a risk that terms get used so much that they become meaningless. However, I'd say that we need more people to embrace sustainability, so let's not scare them off by worrying too much about terminology."

Dan Crossley, principal sustainability adviser, Forum for the Future



"The word 'sustainability' probably is overused, and this sometimes does a disservice to those of us working towards the principles it seeks to bring about (although we are occasionally guilty of this overuse ourselves). I'd suggest instead that we use terms focused on relevant industry drivers and impacts. For example, how will the driver of changing dietary preferences in emerging economies have an impact on access to nutrition, farmer livelihoods or greenhouse gas emissions?"

Lorraine Smith, director, SustainAbility



eKitchens



Running Costs Down

PKL, the leading portable kitchen and catering equipment hire specialist, serves the world from its base in Cheltenham, Gloucestershire. The company supplies catering facilities to high profile events including the Olympics, Commonwealth and the Asian Games. Wherever you find catering facilities, from feeding thousands of athletes at major sporting events and soldiers in Afghanistan down to music festivals, hospitals, schools, prisons and care homes, the chances are PKL has supplied them.

Supplying facilities on this scale means that PKL is acutely conscious of the need to reduce energy consumption and increase efficiency across the performance of its fleet in order to keep customer running costs down. This led in 2011 to the decision to improve the energy efficiency of its existing portable kitchen fleet. The project was taken up by PKL's highly skilled team of engineers who worked together to devise ways to improve the energy footprint of the PKL fleet.

As a result, PKL launched the new eKitchen in March 2012. All new units are now built to this specification and all units coming back for refurbishment are upgraded.

Lee Vines, Sales and Marketing Director at PKL says: "We're aware that these days it is important for us to enable our customers to reduce their energy usage and costs. With all the upgrades made to our eKitchens as well as the renewal of our ISO14001 accreditation in December last year, we are hoping to show just how seriously we take our environmental responsibilities. The eKitchen can reduce typical running costs from £650 per year to just £290."

Technical Improvements

The new eKitchens now have an energy performance rating of B42, compared to a rating of D47 achieved by the standard units. Under testing, electricity consumption for a single unit in January decreased from 60kWh/m2 to 25kWh/m2. Results show that an annual saving in electricity consumption of £358.00 can be achieved, based on a 45 hour week occupancy.

The BER (Building Emission Rate) prior to the improvements was 220.07kg CO2/m2. The BER after the improvements is 94.76kg CO2/m2, providing an annual saving of 125.31 kg CO2/m2, demonstrating a 57% saving.

Interest in the units since the March launch has been high with a number of eKitchens already out on hire within the UK. New PKL eKitchens now feature:

- Latest technology LED lights
- Fully insulated roof with PIR fire retardant insulation
- Fully insulated floor with PIR fire retardant insulation and heat reflective membrane
- Double-glazed serving hatch
- Thermostatically controlled space heater
- Stop and go taps for wash hand basins
- Energy efficient electric water heater
- Wall panels with rockwool mineral fibre insulation
- Water and electricity metering
- Optional solar energy power supply
- Energy saving tips for all equipment

While their existing fleet of portable kitchens still lead the market in terms of product features, including automatic fire suppression, food safe walls, strengthened floors and standard carbon monoxide and dioxide testing, investing in green technology is a natural development in PKL's



quest for efficiency, both for itself and for its customers. Customers are increasingly looking for energy saving features and PKL has anticipated this demand and proactively developed a new model that will, in time, be rolled out across the fleet.

The company also invests heavily in its staff of 80, offering relevant diplomas and training courses. In 2011, 29 members of staff began working towards Diplomas in Waste Management as part of the on-going effort to reduce the amount of waste the company sends to landfill. The renewal of the company's ISO14001 accreditation in December 2011 also emphasises how seriously the company takes its environmental responsibilities. PKL is planning to upgrade many of the units in its current fleet to meet their eKitchen standard over the next 12 months.

For more information visit www.pkl.co.uk or call 0845 8404242.



The future of sustainable reporting



The government has again delayed its decision on mandatory carbon reporting. But this hasn't stopped some businesses developing innovative sustainability accounts, as Tom Beagent from PricewaterhouseCoopers' sustainability and climate change team explains.

IT'S HARD to say exactly when companies started reporting on their environmental and social impacts. As far back as the 1930s the social responsibilities of executives were being pioneered by the management theorist Chester Barnard in his book "The Functions of the Executive".

Today, most leading companies report on their sustainability performance, often in dedicated reports. The rapid pace of change in sustainability reporting over even the last five years suggests that reporting in another five years will look vastly different again.

As the structure and content of sustainability reporting is currently unregulated, businesses must first consider what their reporting is trying to achieve. If you subscribe to the theory that effective corporate reporting aligns with the information you are investing in internally (why would you invest in collecting different information to that you are using to run the business to produce your sustainability report?) then it is logical to assume that the areas business will be focusing on in five years' time will be the focus of corporate sustainability reporting.

Resource scarcity will certainly be in the mix. According to PwC's 2012 global CEO survey, natural resource scarcity is second only to political instability in the biggest concerns for CEOs. This is driving leading companies to understand how to create competitive advantage from sustainability. These businesses are beginning to think about the environment and biodiversity as an extension of their traditional asset base and appreciating the value they deliver. Reporting on their dependence on such assets enables

these businesses to factor sustainability risks into investment appraisal and capital allocation decision-making.

The foodservice industry faces its own specific challenges, particularly around food security and volatile global prices. For example, how will the growing global population and a rising middle class in developing countries affect the global food markets? Will the future demands of customers be met at a price that is acceptable – both commercially and socially?

Environmental destruction is not, in most cases, a result of headline-grabbing manmade disasters but the steady erosion of biodiversity as a cost of economic development. But these costs to the productive capacity of the economy are not valued and not felt by any one company, so it's easy to see why, at this stage, the threat is less visible to business leaders. Biodiversity loss and ecosystem degradation, for example, are underlying factors in other trends and risks such as energy and food security and pricing.

Risks such as these are currently not well understood by many businesses and rarely reported on. Last year's innovation in sustainability reporting by the sport lifestyle company Puma, with its environmental profit & loss account (EP&L), has shown how a company can understand risks such as water scarcity and natural capital and begin to focus investment to create and sustain competitive advantage.

The EP&L is a means of placing a monetary value on the environmental impacts along the entire value chain of a business. It provides at-a-glance clarity on the type, size and source

of environmental impacts and, by putting a monetary value on the impacts, provides a more sophisticated understanding of risk by factoring in aspects such as local water scarcity. By converting environmental impacts such as tonnes of greenhouse gas emissions or cubic metres of water into monetary value it also allows different environmental impacts to be compared on the same basis for the first time and in a format familiar to business decision-makers.

Another example of innovation in corporate reporting which looks beyond environmental impacts is British Land's report on its economic contribution. Looking beyond its traditional financial results, it examined the company's contribution to society through tax payments, jobs supported and the wider impact of this on the economy. As more companies look to take their investments in sustainability to the next level this sort of understanding is going to be sought by managers and we are likely to see more examples of this emerging.

In the context of these developments, the UK government's recent announcement to delay its decision on mandatory carbon reporting was disappointing. Businesses like certainty, and this delayed decision and the changes likely to come on the Carbon Reduction Commitment means they are several steps away from it.

However, the reality is that innovative approaches to reporting are currently ahead of regulation and are likely to remain ahead for the foreseeable future. Necessity may be the mother of invention yet again.

Room with a view.

LAST ISSUE we brought news of Accor's big plans to tackle sustainability in its supply chains (see also page 7). It's a complex challenge given that it's a complex 4,000-hotel beast. So we thought we'd take you to the other end of the scale and the four Sark island hotels that are also looking to raise the industry bar with a series of environmental policies including, eventually, zero waste to landfill, sustainable sourcing and some carbon reduction targets. They even have a programme to encourage behaviour change among visitors. "The only impact we want to make is a positive one," says the hotels' green ambassador, Hendrik Lessing.



Photo: Archie Brooksbank

A carbon audit this month will show the carbon footprint of guests and where the carbon hotspots are.



Photo: Archie Brooksbank

When it comes to sourcing, there aren't really food miles, only food footsteps. "We're working with suppliers on a one-to-one basis so they will catch, grow and rear for our tables."

There are no cars or streetlights on Sark, so everything is taken by cart – or tractor (which runs on cooking fat).



Hotels with a vision.



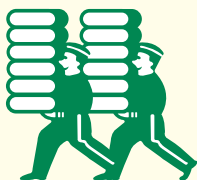
Photo: Granite Le Pelley

At 57p per unit, the drive to cut energy use is heightened. Energy-saving lightbulbs and motion sensors are an absolute necessity.



Photo: Archie Brooksbank

And whatever the farmers can't provide, the hotel endeavours to grow in its own kitchen gardens. Not least because of the "jaw-dropping" transport costs from imported foods.



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In the mood for change

Footprint Forum:
22 March 2012



The March Footprint Forum tackled the role of food in staff performance and wellbeing. And while the idea of 'mood food' is far from mainstream, more and more big businesses are looking at the concept, as *David Burrows* reports.



JAMES LIND is perhaps best-known for his work on scurvy – a disease once rife among sailors. Lind's crude experiments, testing a range of remedies from vinegar to lemon juice, helped prove that citrus was a cure for scurvy. Also notable was the fact that, in 1747, these were some of the first clinical experiments in the history of medicine.

Arguably they could also be heralded as the first example of the benefits of an employee health and wellbeing programme.

Over 250 years later and many companies have health and wellbeing initiatives in place. But how many of them place an emphasis on food? We spend most of our lives at work, with more and more of us eating breakfast, lunch and countless snacks in between as we work. And yet, for employers, food for staff has largely been an afterthought.

Until now.

"There's a great understanding emerging of how well-targeted [health and wellbeing] programmes can be of benefit, for example in reducing absenteeism, increasing presenteeism, improving mood, motivation and loyalty and cutting company health costs," said the nutritionist Amanda Ursell.

"I've been surprised by the desire in this agenda ... the top dogs are focused on [their own] nutrition so they can deal with the stress of their jobs. But that can be passed down the chain."

Ursell was one of a number of speakers at a packed March Footprint Forum, all touting the benefits of better staff nutrition – how fat cats

are falling in love with healthy diets, one might say – and the role of foodservice companies in providing it.

Things were kicked off by Matt Dawson, a man most famous for his rugby but who is clearly growing into the role of healthwise ambassador for Sodexo as smoothly as he did when tackling the BBC's "Strictly Come Dancing" or "Celebrity Masterchef".



Winning diets

For some years now, nutrition and sport have gone hand in hand. But it wasn't always the case, as Dawson explained.

"Clive Woodward was instrumental. He brought in dieticians and nutritionists. It was a military operation but it left us in better physical shape than any other team" at the World Cup in 2003.

Hydration, he said, was key. "Lose 2% of your hydration and your concentration levels can fall by 10-15%. You lose the ability to make key decisions under pressure."



That could explain how Jonny Wilkinson was able to conjure up that magical last-minute drop goal to win the World Cup, but it can be equally important to those without a nation's hopes resting on their shoulders.

As Ursell pointed out: "Just telling women how to get more iron into their diets could increase energy levels, help manage mood swings and enhance concentration levels. Iron really can have a profound effect on performance."

John Stein, emeritus professor of physiology at Magdalen College, Oxford, captivated the audience with his research into the relationship between diet and the brain. "A good diet is crucial for proper neural growth," he explained. "As such, diet deterioration is causing 'mind change' – and these changes are comparable to climate change in that they are costing us billions. Three-quarters of the population eat no fish at all, and the food industry should be encouraging supplements due to this lack of fish in the diet."

While Stein's presentation tested the intelligence at times with talk of neurons and magnocellular systems, there was also a simple message from him and others about education and balance. Staff don't want to be told what to eat, while employers don't want to be seen as Big Brother. But that isn't an excuse to do nothing.

"We don't need to take things to extremes," said Ursell, who has delivered seminars to law firms and bankers in the City. "Some naughty things are OK, but it's just knowing how much and when to eat these foods. A dark chocolate snack mid-morning can help you eat 18 less calories at lunchtime, for example."

Opportunity for caterers

As such, caterers have a role to play in helping clients teach staff to eat and drink well – a message that Jessica Colling from Vielifie kept returning to. Vielifie has compiled some of the most extensive data around on staff wellbeing.

This includes one study which showed that the most healthy quartile of the workforce is seven hours more productive a 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 sickness-related absence and 11% lower productivity than healthier colleagues.

"There's a real opportunity to make a difference," Colling told attendees. "As food providers you have an opportunity to make people healthier and improve the bottom line for businesses."

She reeled out some worrying statistics: 18% of people report eating more than five portions of fruit and veg a day while 90% don't eat six portions of fibre a day.

Colling admitted that even for people who know they should be eating these things, it can be hard to get to the recommended numbers. But it's worth it.

"People with good nutritional scores have a 15% higher mood score, a 14% better physical activity score and 6% higher job satisfaction. Better nutrition can also help people manage their stress better."

Further research by the consultancy shows that nutrition can boost productivity and trimming staff waistlines can expand productivity.

Colling, among others, was quick to point out that much of the evidence shows a correlation between nutrition and performance.

This is very different from causation: just because poor nutrition occurs alongside poor performance levels or increased sickness doesn't mean that one causes the other – even if it seems to make sense.



Nevertheless, the evidence of a correlation is building and it's beginning to turn the heads of corporates. For years, the medical establishment dismissed Lind's theories on scurvy and the benefits of citrus fruits until, in 1794, lemon juice was issued on board *HMS Suffolk* for a 23-week, non-stop voyage to India. There was no serious outbreak of scurvy and soon after the Admiralty recommended that lemon juice should be issued routinely to the whole fleet.

Improvements to the health and wellbeing of today's staff might be a little more complicated than Lind's help for the sailors, but perhaps the results could be as profound.

Top comments



"I think there is going to be a shift in corporate health and wellness at work. It's in its infancy but it has been quite profoundly affected

by the government's responsibility deals. Although companies have corporate social responsibility programmes, I think it's the government giving us a nudge in the right direction that has brought [these issues] to the fore."

Amanda Ursell, nutritionist



"I think as scientists we have a responsibility to raise awareness [of nutrition], but it's also the responsibility of government to listen to us."

John Stein, emeritus professor of physiology at Magdalen College, Oxford



"The thing about healthy eating is simplicity. Why take a product that has been grown beautifully and play around with it too much? All

you need to do is cook it well and present it attractively. The majority of people spend half their day at work so we need to be able to provide the right choices for them."

David Steel, group development chef, Lexington Catering



"Enthusing children to understand where their food comes from and what it provides for them is really critical. And it will help

them make the right choices as they go through their lives."

Sue Gatenby, nutrition director Europe, PepsiCo



"The key message is around increasing the five-a-day for all of us. It's the easiest thing you can do to improve your health. It makes

you look good, it makes you feel good inside and it increases your attractiveness to the opposite sex. In summary, more fruit, more veg equals more sex."

Felicity Yardy, product team leader, Innocent

The next green thing: tax



ENVIRONMENTAL AND social issues have traditionally been the focus of social responsibility within companies. But with economic hardship growing for both the general public and governments, there is a new ethical issue on the block: tax.

And the media love it. The *Guardian*'s recent story on Amazon is a recent case in point: the paper revealed that the online giant "generated sales of more than £3.3bn in the [UK] last year but paid no corporation tax on any of the profits from that income – and is under investigation by the UK tax authorities."

Sometimes it is the authorities themselves under the spotlight. Labour has accused the chancellor, George Osborne, of being "less than transparent" when challenged on whether he stands to benefit when the top rate of income tax is cut from 50p to 45p. Tax was also the subject of some unsavoury mud-slinging between Boris Johnson and Ken Livingstone in the run-up to the London mayoral elections.

Like any other aspect of responsibility, it all boils down to transparency. Politicians will no doubt have learned from the expenses affair, but businesses should certainly be aware that campaigners are gunning for them.

The issue of tax avoidance was first highlighted in 2004, and attention grew due

to the global economic crisis and the G20 meeting in London in 2009. ActionAid and other non-governmental organisations (NGOs) have taken the opportunity to keep the issue on the political agenda for the last three years, with some high-profile media success.

ActionAid raised the alarm over the London-based global brewing and bottling company SABMiller, which it said is "dodging its taxes around the world". The tax authorities in five African countries launched an investigation into the company's transfer pricing strategies last year. SAB isn't the only one either, with poorer countries losing "three times more money to tax havens than they receive in aid every year", according to the NGO.

ActionAid alleges that multinationals are arranging their business affairs across the countries where they operate to minimise their overall tax payments. Amazon, for instance, is reported to have avoided UK corporation tax because Amazon.co.uk is regarded as a service company rather than a retailer. This means the British company provides services to a parent based in Luxembourg where the tax rate is lower, according to the *Guardian*. The Amazon case might also prove it isn't only developing countries that are losing out.

Of course, it's a fine legal line between managing taxes and tax evasion (the latter

being illegal), which makes it hard to determine when a company is purposely doing wrong.

In a report released in April this year, the Confederation of British Industry (CBI) said businesses in Britain do pay their fair share in taxes. Tax management, performed by many companies, is an important function in the business world and should be perceived differently to the tax arrangements that are wholly designed to avoid tax. Don't forget, says the CBI director-general, John Cridland, that British businesses also depend on a healthy, educated workforce – and that's why we need effective, properly funded public services.

The likes of ActionAid are not convinced, suggesting that the government is losing billions in tax revenues. And it could lose even more. The UK Budget for 2012 included proposals to amend tax legislation for multinational companies. The aim? To increase competitiveness for UK businesses internationally. By 2014, the UK's headline rate of corporation tax will be the fourth lowest in the G20, according to the CBI.

Chris Jordan, economic justice campaigns officer at ActionAid, disagrees with the amendments. "At the moment the UK has quite a strong set of anti-tax haven rules, which discourage companies from shifting money and profits into tax havens.

"They protect the UK and also developing countries. But that is the main bit the government is trying to get rid of. Global accounting standards allow businesses to do the right thing."

Last year, ActionAid, Fairfood International and FairPensions came together to put forward the business case for why companies should not avoid paying taxes in the countries and markets where they operate.

They said businesses should take responsibility towards their investors and shareholders by being open and transparent about their tax affairs. ActionAid's Jordan says it is "a cat and mouse game between the companies and tax authorities that is often very costly to challenge".

But that doesn't mean it won't be. Those that fall foul of campaigners, the media or the regulators, like SAB and perhaps now Amazon, can face severe reputational damage. Indeed, one thing the CBI and NGOs undoubtedly agree on is the need for transparency. When businesses open up their accounts, the amount of corporation tax subject to tax management will be revealed, leaving the tax officers to decide their fate.

The mystery diner



WANTING TO EAT sustainably can be frustrating sometimes. And never more so, it seems, than when ordering fish. Forgetting the fishmonger in Morrisons who recently looked at me with a mixture of puzzlement and sorrow when I asked him whether any of the fish on the counter was MSC-certified, in a supermarket you have the time to consult the label and make your choices at a more leisurely pace.

Not so when you're eating out. There is pressure from your peers. Pressure from the waiter/waitress. Pressure from the chip-shop owner. Pressure from other customers. On asking whether the haddock is "sustainably sourced" friends and staff sometimes exchange that look – that look that says: "Oh, he's one of those." One of those? What – a responsible consumer? But that isn't always the case. Many of my friends understand why I want to

ask. But, even for me, it can sometimes feel awkward. That's why I think establishments that publicise their sourcing policies for fish should be applauded. It means I don't have to ask – and neither does anyone else. Customers want companies to do more and more of the heavy lifting when it comes to eco-issues nowadays, so we don't have to stress about it. And, if they do, it can put them at a competitive advantage.

It's a big year for fish, with the reform of the Common Fisheries Policy – an ageing, unhelpful piece of regulation that has done little more than waste taxpayers' money, put fishermen out of business and financed massive boats that have hoovered up so many fish that fisheries are collapsing. With high-profile campaigns like Hugh's Fish Fight you can bet that more customers will be following my lead and asking where their fish comes from – or asking for a wider variety of fish, like coley (pictured) instead of cod. So why not get ahead of the game and give them what they want? My friends and those behind me in the local chippie would certainly appreciate the gesture.

And finally...

Sandwich hits 250. It was in 1762 that the 4th Earl of Sandwich asked for some "cuts of beef" to be brought to him between slices of bread so that he could continue playing cards – and so the sandwich was born. Two hundred and fifty years later and some would say the sandwich hasn't changed – but that's why it is perhaps so popular. Brits are making more and more sandwiches at home – 69% of us make a packed lunch, 45% more of us than pre-recession. What's more, we're pimping sarnies up; gone are the days of simple cheese and pickle – 2012 is the year of the "glamwich". Well, sort of. We're adding pesto and olives and maybe some high-quality cheese.

Sales of commercially made sandwiches have also risen by 6% in volume over the past year and overall, the commercial sandwich market is worth approximately £6.25 billion (or about 3.25 billion sandwiches).

Labelling confusion. Meanwhile, a new report by Which? has warned that sandwiches can contain a fairly thick slice of guideline daily amounts of fat and salt. The consumer group has called for the government to insist that all food companies use traffic lights on their labels. The British Sandwich Association has leapt to the sector's defence, explaining that where sandwiches are made on site by hand, it's not always possible to provide the information as there can be variations in size.

Is that tuna or ham? Whether it's a glamwich or a simple cheese and pickle might not really matter, if a new survey is to be believed. In a poll of 1,000

people by food brand GLORIOUS!, 60% said they "never" or "rarely" taste what they eat. This perhaps explains why 78% of Brits apparently can't tell the difference between pork and chicken. More staggering still, 92% can't distinguish between ham and tuna. Cue sniggering from the other side of the channel.



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