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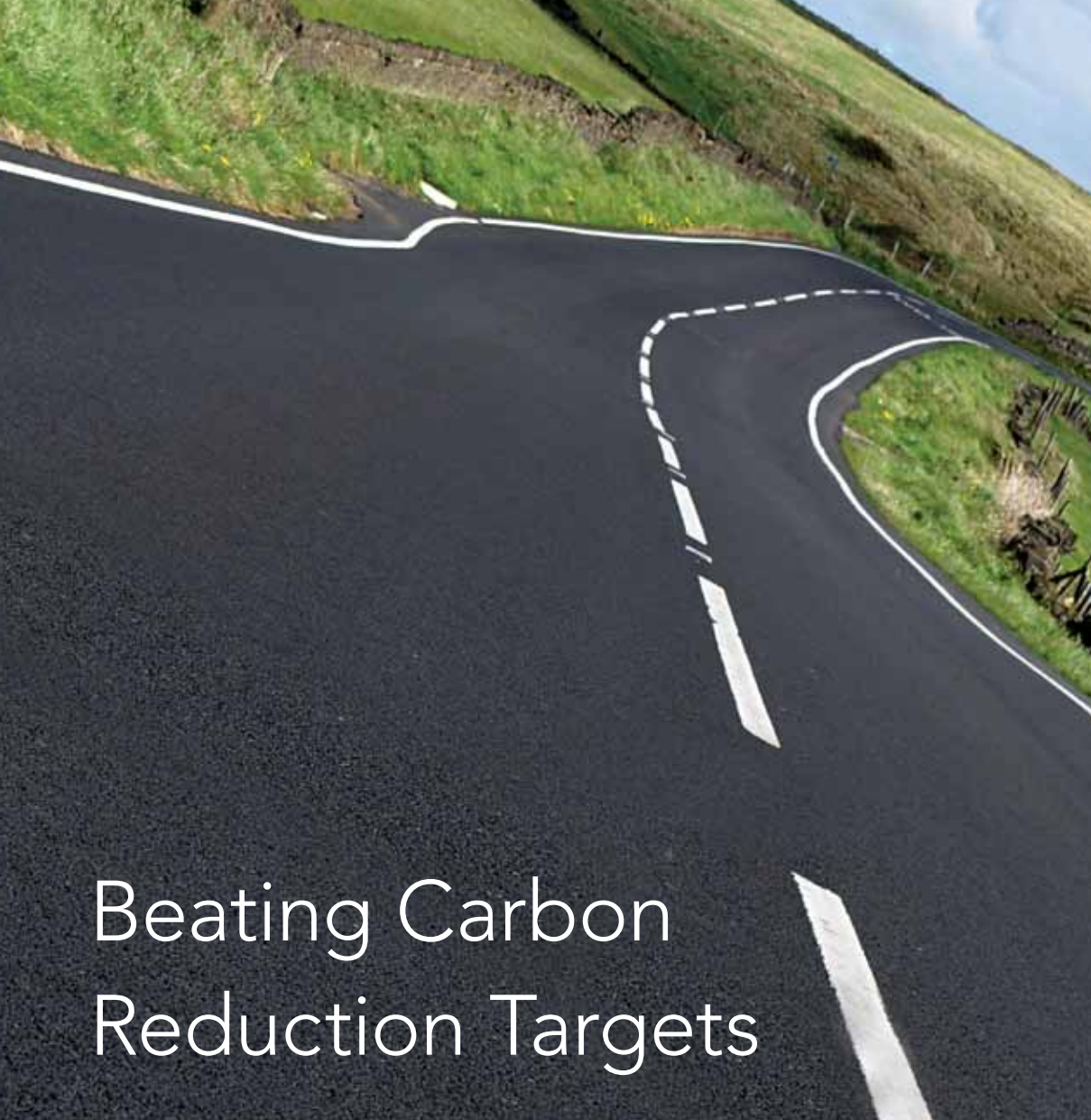
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COMMENT

Ethical caterers should stand up and be counted

David Burrows

Editor-in-chief



I DIDN'T REALLY want to focus on horses again this month, but after a rather enlightening conference put on by the Food and Environment Research Agency recently and some conversations with those present, I couldn't help it.

As you'll see from the report on p12, caterers were criticised once again for their reaction to the crisis, not just staying below the parapet but digging a hole underneath it and climbing in. There was no-one there to defend them.

So, I asked Lord Haskins - who spoke eloquently and controversially, as any experienced ex-food boss might - whether foodservice could actually learn more from the scandal than retail, and whether there was a feeling that the big catering firms had come through it relatively unscathed. (According to *Which?*, nearly half of consumers blame producers for the appearance of horse DNA in beef products, while 17% blame supermarkets, 13% say it's the government's fault and 5% blame themselves. No-one blames caterers).

"People are more choosy about what

they buy in supermarkets than when they eat in a fish and chip shop," said Haskins. In light of the "fish fraud" we report on this month (p4), maybe not. Still, he has a point: consumers tend to leave their ethics at the restaurant or canteen door. Dan Crossley is cutting in his viewpoint on p11: "There is very little transparency and accountability in the foodservice industry. It's [also] an industry that consumers know very little about."

Do they know more after the horse meat controversy? Do more people know their Sodexos from their Compasses, their 3663s from their Brakes? I doubt it.

In March's magazine, Sodexo's Phil Hooper touched upon the company's "global strategy aimed at building its brand into something people will know, love and choose". The move from B2B to consumer-facing brand is a brave one, and can leave you exposed to the kind of headlines that Tesco, Findus and the like have been dealing with in recent weeks. But if you, as foodservice companies, are confident in your supply chains and responsible in your business, then why not be accountable for your actions?

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Have you been caught out?

First it was horse burgers, now it is fish fraud. Foodservice companies need to ask some tough questions of their suppliers, says **David Burrows**.



THERE'S RARELY a dull moment when it comes to food traceability at the moment. According to research reported on the BBC's website in early April, 7% of cod and haddock – two of the most popular fish in the UK – is actually pollock or even Vietnamese pangasius, farmed in estuaries in South-East Asia. Previous research has shown that the level of mis-labelling suggests it is not accidental.

The “new” research (it was actually published in a scientific journal in September last year) comes at a difficult time for the UK food supply chain, which is under close scrutiny after the horse meat scandal (see *Footprint* March). The discovery of equine DNA in beef products has also prompted some more up-to-date research on fish.

“It's another example of the integrity of the food chain being shown to be substandard.”

BBC Northern Ireland commissioned Belfast's Institute for Global Food Security to conduct DNA testing of 30 foods at random, including cod, from supermarkets, shops and butchers in Northern Ireland and discovered some products have been mislabelled.

The test, launched in March at Queen's University Belfast, found that while all the beef and lamb samples were beef and lamb, two out of 10 products labelled as cod did not contain any cod DNA but were



really cheaper types of fish. While there are thought to be no safety issues, the university's Professor Chris Elliott told the BBC that it was “another example of the integrity of the food chain being shown to be substandard”. This is “fish fraud”, he said, pure and simple.

Previous research had found that 88.6% of all mislabelled cod products identified in Ireland and the UK were smoked, breaded or battered, because this can conceal the appearance, smell and taste. According to Eurofins, which carries out DNA testing for the fish industry, the high prices of certain species have often resulted in cheaper fish being mixed in somewhere along the supply chain. Mislabelled fish and seafood may be illegal under EU and UK labelling regulations and, said Eurofins, may also be dangerous. “Food-borne illnesses and allergic reactions are some of the possible

health risks, especially for sensitive groups,” said a spokesman.

There are also sustainability issues. Kimberley Warner is a scientist with the US lobbying group Oceana, which carried out research showing that a third of 1,215 samples of fish tested nationwide were mislabelled. She told the BBC that mislabelling of fish and seafood mattered not only because of the deception of consumers, but also because threatened fish from overfished parts of the ocean could be sold as unthreatened, abundant varieties.

“If you are going to pay for a wild seafood product, and you want to choose that seafood carefully for your health or for conservation concerns, you will not have that opportunity if you are just being served anything which the industry wants to serve up to you.”

The findings have prompted calls for better labelling of fish products. The Marine Conservation Society said that “clear labelling which states where, how and – crucially in response to these findings – what is being caught is essential to ensure consumers are getting exactly what they are paying for”. Mark Drummond, vice-president of the National Federation of Fish Friers, the trade association for Britain's fish-and-chip shops, said: “I think it would help everyone if every fish consignment had a label saying exactly what it was. The pub, café or restaurant could pass that information on to their customers.”

The Sustainable Restaurant Association

What's on the menu? Provenance and price increases

WHEN THERE'S a food price spike it's often played down as a flash in the pan. That's what happened in 2008. But then there was another spike in 2010 and it's happening again now. Or is it?

In January, Waitrose's managing director, Mark Price, warned that price increases in some commodities will be "massive". After months of heavy rain, planting of crops such as wheat has been significantly delayed. The springtime snow could also affect livestock prices this year, with feed prices also up 50% from 15 months ago according to some reports.

However, at the Financial Times Global Commodities Summit, there were claims that wholesale food prices are set to tumble this year thanks to "bumper crops" in the US and South America. Last year, the worst drought in half a century devastated US crops and drove prices to record highs.

The weather was still refusing to release its grip on crops though. Greg Page, the chief executive at agricultural trader Cargill, cautioned in the *FT* that the soil in some areas was still frozen, making it too soon to draw conclusions.

The point is: the climate is changing and with it are food prices.

Horizons' latest biannual Menurama research, which tracks menu changes across 116 chain hotels, pubs, restaurants and quickservice outlets, reveals that over the past six months average dish prices have risen more than in any six-month period since the survey began in 2006.

The average price of a dish across all

outlets has risen 6.4% in a year, from £6.29 to £6.69, with a 5.7% rise in the past six months. The average cost of a starter is £5.59 (up 5.6% in the past six months), a main course is £10.62 (up 7%) and a dessert averages £4.20 (up 4.2%). These rises are significantly above RPI inflation of 2.7% as of January 2013.

As well as a rise in price, there's also been a greater focus on provenance. The Horizons director of services, Nicola Knight, says statements such as "local sourcing", "free range", "homemade" and other quality assurances are more

frequent. There has also been growth in the number of British dishes listed, such as Eton mess and Bakewell tart (Hilton) and Gloucester old spot sausage & mash

(Slug & Lettuce).

In fact, describing a menu ingredient as "local" has become one of the top five terms used on menus, joining "homemade", "free range", "organic" and "sustainable" as the ethical favourites. The use of food provenance labels has risen nearly 18% since summer 2010.

"Descriptions of food provenance are something [we have] tracked previously, but operators are now using it far more," explains Knight. "This survey was undertaken before the recent horse meat scandal emerged, but because of renewed concerns over food sourcing, particularly meat, we would expect our next survey to show even more effort being made by operators to reassure consumers with details of provenance."

Illustration: Cliff Lee

said the findings were a "wake-up call" for many in the industry. Its managing director, Mark Linehan, said the responsibility for serving the right species of fish lies firmly with the restaurant. "As the horse meat scandal has shown us, diners will vote with their wallets if businesses don't take responsibility for their supply chain. Consumers want transparency and restaurants are duty bound to provide it."

Paul Cox, the director of conservation and communication at the National Marine Aquarium in Plymouth, said foodservice companies needed to "ask lots of questions of" and "develop good relationships with" their suppliers to help avoid fish fraud.

"To avoid fish fraud foodservice companies need to ask lots of questions of their suppliers."

"As the demand for fish increases and new sources of fish such as farmed fish [like pangasius] enter the market, the need for us all to understand and value the provenance of our fish becomes ever more pressing," he said. "The news that scientists have called into question the true sustainability credentials of Marine Stewardship Council labelled fish shows that even where labelling schemes are in place, we still need to ask questions and develop our 'fish literacy' so that we can make our own decisions about what, from whom and when we source our fish."

• On foodservicefootprint.com: MSC certification "too lenient", say scientists

Average dish prices have risen more than in any six-month period since 2006



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Accounting for the environment

Large businesses will have to divulge more than financial data each year under proposed changes to European accounting laws.

THIS YEAR the UK's largest companies will have to get to grips with mandatory carbon reporting. But soon they could be asked to disclose a range of other environmental and social data.

The idea comes from the European Commission, which has been looking at changes to accounting legislation for a couple of years. The story began in October 2011, with new measures to develop a "more responsible" approach to business. Within this were proposals to "improve transparency and promote sustainability among multinationals", which would help improve the economy. The commissioner for employment, social affairs and inclusion, László Andor, said at the time: "Socially responsible business stems from a realisation that the crisis is not just economic and financial but also about ethics. Values like solidarity, sustainability, inclusiveness and integrity are not always upheld by business and I believe our economies have suffered as a result."

Since then, a number of developments have allowed the commission to push the agenda. For instance, a US think-tank, the Governance and Accountability Institute, found that companies reporting their performance on environmental, social and governance (ESG) factors "perform better over the long term in the capital markets". The lesson for corporate management and boards was clear, said the institute's senior VP Louis Coppola: "If you are not reporting, your competitors and peers almost surely are [and] the task of 'catching up' will only grow larger."

However, few are reporting extensively on ESG. Current EU law on annual accounts says that companies may choose to publish certain information on environmental, social and other aspects of their activities. The requirements of the existing legislation have proved to be "unclear and ineffective and applied in different ways in different member states", said the commission. Fewer than 10% of the largest EU companies disclose such information regularly.

The commission's plan is to increase ESG reporting but not the burden. Concise information, necessary for understanding a company's development, performance or position, would be made available rather than a fully fledged and detailed sustainability report, explained the internal market and services commissioner, Michel Barnier.

The proposed changes to accounting legislation will require companies with more than 500 employees to disclose information on policies, risks and results regarding environmental matters, social and employee-related aspects, respect for human rights, anti-corruption and bribery, and diversity on boards of directors. Companies will have to report or explain their reasons for not doing so.

Olivier Boutellis-Taft, the chief executive of FEE, the Federation of European Accountants, said the proposals would move companies towards "the need for better and not more reporting". He added: "In today's world, historical financial information alone is insufficient to inform stakeholders on a business's capacity and prospects to create sustainable value."



sharing good ideas on food waste reduction + recycling

Vietnamese banh mi baguette

A Squid and Pear recipe to avoid wasting carrot, meat and bread

From: HaFSA signatories Lisa and Clare Drabble, Squid and Pear Event Caterers

- 1 petit baguette roll or 7 inches of a longer baguette
- Mayonnaise, soy sauce
- Sliced meat or tofu at room temperature
- 3-4 thin seeded cucumber strips
- 2-3 coriander sprigs, roughly chopped
- 3-4 thin slices jalapeño/ mild chilli pepper
- Carrot pickle: peel & finely chop 1 large carrot. Marinate for 1 hr in liquor of 1 tsp salt, ½ cup sugar, 1 ¼ cups distilled white vinegar & 1 cup warm water.

Method

- Slice bread lengthways, hollow out a trough, saving insides for crumbs to freeze for later.
- Crisp bread in oven if necessary and cool for 1 minute
- Add a generous spread of mayo
- Drizzle on some soy sauce
- Layer in the other ingredients
- Enjoy!

Crunchy creation: no carrot? Use up leftover red cabbage, beetroot, radish, or peppers!

Brave new Regs in Scotland

In just six months, Scottish businesses will be required to recycle – including food waste. 2014's new Regs will see food waste bins popping up in cafes, school canteens, restaurants, hospitals, gastro-pubs and prisons. Full factsheet available at www.foodwastenet.org.uk

Food waste conference

We're speaking at Food Waste Scotland 2013, a conference with the low-down on how to make the new Regs work for your business. It's on 25th June at Dynamic Earth, Edinburgh – more details on our website.

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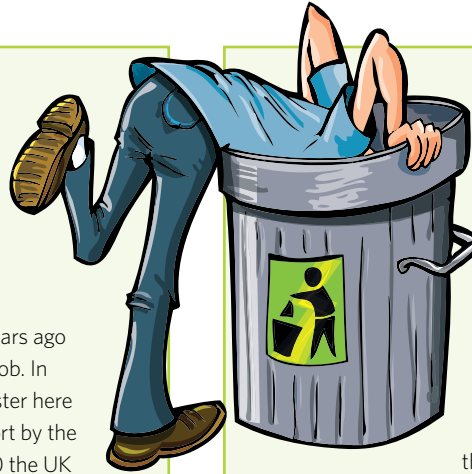
Waste Watch

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LABOUR HAS launched its new waste vision: a seven-page policy review document entitled "Resource Scarcity: Growth and jobs from waste industries." It highlights the great work done under Labour – "We quadrupled household recycling" – and the not-so-great performance of the coalition – "Under the current government, progress has stalled."

While this government's waste review of two years ago was a damp squib, it has arguably had a tougher job. In the first part of the decade recycling rates rose faster here than anywhere else in Europe, according to a report by the European Environment Agency in March. By 2010 the UK was recycling 39% of its municipal waste, but that was from a very low base of 12% in 2001. The current rate is 43% and creeping towards the magical 50% target set by Europe for 2020 (businesses already recycle half their waste).

Labour argues that current policies will just about get us there but wants more ambitious goals like those in Wales and Scotland, of 70% by 2025. Its document outlines the role of government, procurement standards and designing out waste. However, there is no mention of landfill bans on certain materials such as food, as other European countries have used. It's as scared of the idea as every other political party before it.



BUSINESSES IN NORTHERN Ireland must now charge at least 5p for each new single-use carrier bag they supply to customers. In a country that uses 30,000 bags every hour, that's a lot of fivepennies. However, the belief is that the "environment tax" will cut use of the bags by "at least 80%". Retailers have urged the government and customers to be patient as they get to grips with the controversial levy.

SOME ACTORS are used to their movies being trashed, but how many would happily describe their work as a rubbish film? Jeremy Irons, for one: he has helped to make a documentary, "Trashed", which looks at the global waste crisis and its possible solutions. The hope is that the movie will have the same impact as Al Gore's "An Inconvenient Truth". You can watch the trailer here: <http://www.trashedfilm.com/index.php>. Reviews on a postcard please.

The Political Print



WHEN YOU associate Margaret Thatcher with food the first thought that springs to mind is probably milk. Yet the Iron Lady's legacy to the industry is far greater than denying kids a free glass of the white stuff.

Supporters would, with some justification, argue that the food system we now have – characterised by bountiful supplies of

cheap, convenient, value-added food from all four corners of the globe – stems from her strident belief in the free market and policies that encouraged trade liberalisation and globalisation.

Another less intentional legacy of Thatcherism has been the growing importance of the NGO (non-governmental organisation) sector amid the ever-increasing shift from public to private governance of the food chain.

The government is reluctant to play the role of nanny or big brother. So organisations such as Friends of the Earth, WWF UK, Sustain and Oxfam have stepped into the breach, ensuring that the social, environmental and health aspects of sustainability do not get overruled by the private sector's need to deliver returns to

shareholders. It's a constant battle, but there have been some notable successes.

Whether it's campaigning for salt reduction in food, sustainable palm oil or better labour standards in developing nations, the charitable sector has scored some critical political victories in recent years (in many cases, lest we forget, this has happened with the support of the more enlightened members of the food industry).

Nor is it merely reactionary. Where government ambition is lacking, NGOs are increasingly prepared to fill the void and take a lead on issues such as sustainable diets and food poverty.

So let's raise a glass of milk to those organisations that, when the private sector's interests diverge from those of wider society, are still prepared to hold it to account.



An Innocent Smoothie with... **David Bentley**



The FCSI's chair has been keen to forge closer links with other foodservice and associated trade associations to help tackle an issue that his members say some caterers still aren't taking seriously enough – sustainability.

David Burrows (DB): *Good morning David. First things first, do you have a middle initial? No need to divulge the name, it's just that we have the same initials.*

David Bentley (DJB): I do, it's J.

DB: *Great. So, what have you been up to recently as chair of the Foodservice Consultants International Society (FCSI)?*

DJB: One of my big achievements in the past couple of years has been forging closer relationships with other industry groups we already work with. We were all working towards the same goals on aspects such as sustainability but were wasting our efforts by not working together.

DB: *How is it going?*

DJB: There are projects starting to emerge that will make a real difference to the industry. One of those is the equipment lifecycle carbon calculator. It's at the proof-of-concept stage, but we're confident that the modelling is robust and that, in time, we'll be

able to move from generic equipment to specific models and brands.

DB: *Will it encourage caterers or their clients to spend more on efficient equipment? After all, a survey you did last year found that 43% of your members felt their clients were not taking sustainability seriously.*

DJB: For years, consultants and equipment manufacturers have known that if you buy a lesser product, it won't last long and it's likely to cost you more in energy and maintenance in the long run. The calculator will demonstrate to caterers and clients what they're getting in terms of energy reductions, emissions cuts and longevity versus their return on investment. It will allow them to balance their aspirations and values with economics. It's not about taking sustainability more seriously; it's about having the science and information to make considered choices. That doesn't just apply to equipment, though...

DB: *Are you referring to behaviour change?*

DJB: Yes, absolutely. Training is an area everyone will need to embrace. Some manufacturers are already offering more contemporary training – via DVDs, YouTube clips and QR codes – on how to use their equipment properly. That will continue to evolve. But operators also need structured training programmes – both new and refreshers – that can drive big savings from simple operational changes. For example, a

dishwasher doesn't take two hours to heat up, so why switch it on at breakfast when it won't be used until just before lunch?

DB: *I suppose it's a little like cars: you can have the most efficient model but if you drive it like Lewis Hamilton then you won't save much fuel.*

DJB: Exactly. And as you would with a car, you need to maintain and service it regularly to prolong its working life, avoid unexpected breakdowns, and in order to get the best out of its energy performance – something that may have been the deciding factor for the purchase in the first place.

DB: *So, with all these cost savings, will catering become a more streamlined sector?*

DJB: In terms of sustainability initiatives, yes I think so. We have to remember that many caterers are working on clients' sites, using clients' energy and utilities. We see this changing. Clients are already asking caterers to help them achieve their corporate responsibility goals; in time, we expect them to put the onus more firmly on their caterers and charge them for the utilities they use. The challenge with that is some sites won't have had the investment required – so that's where innovative tools like the carbon calculator will be invaluable.

David Bentley steps down as FCSI chair in June. He is also director at catering consultancy The Russell Partnership and was named in the "top 10 most influential individuals in catering" this year.

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My viewpoint

When it comes to ethics, consumers have lots of questions and foodservice companies have a lot to answer for, says **Dan Crossley**.



“ DOES IT REALLY matter if people leave their ethics behind when they eat out? I think it does. Eating out is one of the trends most profoundly affecting the food system. In the UK people spend almost as much on eating out as on eating at home.

And yet it's an industry that consumers know very little about. There is still a distinct lack of information on menus about nutrition or provenance, and foodservice – on the whole – lags behind grocers in tackling environmental and social problems.

Let me put it another way. If the menu explained that the fish in your fish and chips was in danger of becoming extinct, would you order it? If the kebab-shop owner told you he wasn't sure what meat went into the kebab mix, would you still devour it quite so voraciously? And would you still order your pizza if you could see the conditions that migrant tomato growers face in Spain?

I'm guessing probably not. Despite the fantastic examples of a few contract caterers, takeaways and restaurants, there is very little transparency and accountability in the foodservice industry.

What does this mean for foodservice businesses? Quite simply, you have to take responsible decisions on behalf of your customers and offer them a better set of choices. Predict what your customers might want to know and ask questions of your suppliers. Choose the more responsible options and then enable and encourage your customers to buy fairer, greener, healthier food.

I understand that it's not easy to get to grips with all the ethical issues – but there is lots of help out there for you.

Once you've got moving down that route, it's better to resist the urge to shove all your (in some cases) newfound ethical credentials down customers' throats immediately. People respond to stories – if you can tell your customers about where your products come from, it connects them with where and how their food has been produced.

Follow this “discovery” model and reveal one layer at a time, rather than stripping yourselves bare (figuratively) straight away. Leave your customers wanting to know more.

You might argue that consumers don't want to have to think about all that when they're having a (supposedly relaxing) meal out. I'd respond that people do want to know where their food comes from. There is growing evidence of new consumer literacy about sustainability. Getting ahead of the curve can be good for business *and* good for the food system. If enough people are encouraged to ask questions about the food on their plate, and more people support establishments that are trying to do the right thing, it will encourage even more foodservice outlets to be transparent and accountable, and accelerate the shift to more ethical eating out.

Tasty food that is also healthy, responsibly sourced, high animal welfare and good value for money: what's not to like? Enable your customers to eat ethically and leave a good taste in everyone's mouth.”

Dan Crossley is executive director at the Food Ethics Council

Under the microscope

Ministers and food safety officials are trying to work out how to reassure a concerned public. **David Burrows** reports from the first supply chain conference after the horse meat scandal.

LAWS ARE like sausages, politicians often quip: it's better not to see how they are made. Ditto burgers, it seems. But as the government and its agencies begin reviewing the horse meat scandal and – possibly – developing regulations to ensure it doesn't happen again, they have their work cut out.

In recent weeks both the Department for Environment, Food and Rural Affairs (DEFRA) and the Food Standards Agency (FSA) have confirmed independent reviews of the crisis as they consider the responsibilities of food businesses and

practices throughout the wider food chain, including audit, testing, food authenticity, food safety and health issues.

The presence of equine DNA in meat products has “no implications for human health”, speakers told those gathered at the Assuring the Integrity of the Food Chain conference organised by the Food and Environment Research Agency. However, it has significantly damaged consumer confidence. There is much work to do, starting with ensuring that products are exactly what is described on the tin, carton, bottle or box.

A *Which?* report published just after the conference suggested that consumers want more information about the food they are buying, including simple and honest labelling. The challenge for policy-makers is where to draw the line; after all, the horse meat scandal flagged two separate issues, food fraud and cross-contamination.

“We don't want to get into ‘may contain’ issues” – FSA.

When testing products during horsegate the FSA looked for contamination levels of 1% or more, based on the reliability of the tests, explained DEFRA's deputy director for food and materials security, Lindsay Harris. “We're now seeking to establish what level we could test down to. In some cases [like halal] any level of contamination is unacceptable,” he added.

DEFRA has commissioned research on what tests are possible and what is meant by “low-level contamination according to good manufacturing practice”. The FSA, meanwhile, is conducting consumer focus groups. The crisis has forced government to look at the way it regulates food businesses, with what Harris called a “new sense of urgency” regarding changes discussed at European level, including mandatory country-of-origin labelling for processed products.

However, it was unclear whether there would be further changes to the current labelling laws. The head of the FSA's local authority audit and liaison division, John

Buyers should have 'smelled a rat'

SUPERMARKET BUYERS should have “smelled a rat, or possibly a horse” well before equine DNA was found to have infiltrated the UK food supply chain, according to a former food chief.

In his keynote address, the former Northern Foods boss Lord Haskins said that any professional buyer seeing the cheap meat coming in at such low prices should have known that it “could not have been beef”.

Haskins singled out price pressure as a critical issue, suggesting that “the behaviour of buyers may have had an impact on the way

suppliers acted”. His criticism also extended to the catering sector.

“I always laugh at farmers who complain about the supermarkets; the pressure on price in catering is even more intense and that [leads] to cutting corners.”

Haskins said the catering sector had “pretty haphazard” systems in place to manage supply chains and inspections were not at the same level as those in retail.

He also outlined his “five principles” to recover from the horse meat scandal, which can be found at foodservicefootprint.com.

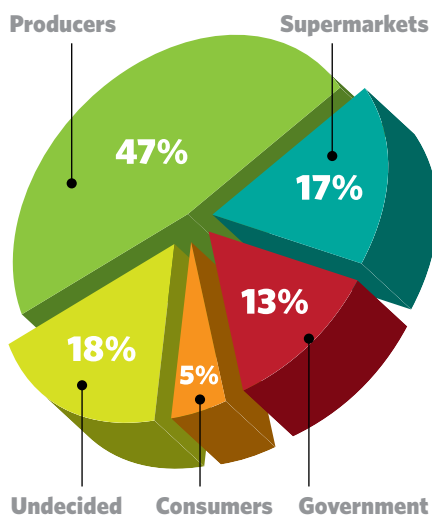
Reputation restoration

Work to repair the damage done will go on for some time.

Barnes, said: "We don't want to get into 'may contain' issues".

Sainsbury's head of quality, integrity and supplier performance, Alec Kyriakides, said there were "huge policy implications" including the question of "what levels of cross-contamination might be appropriate in a factory versus a butcher versus a caterer". He argued that the level should be consistent.

DEFRA said it was hopeful of some results by next month as it sought a balance between safety and authenticity. "Authenticity is very important to consumer confidence and it's therefore important economically," said DEFRA's Harris. "At the forefront of ministers' minds is consumer confidence."



Who do consumers blame for the scandal?
(Source: Key Note)

ALEC KYRIAKIDES apparently called up just an hour before the start of the conference and said he'd be delighted to say a few words about his experiences during horsegate. Earlier in the day, the FSA's John Barnes had said the saga had been "horrendous", but Kyriakides said he'd "put an effing in front of horrendous ... and we didn't even have any horse in our products".

It was the start of a frank, and refreshing, 10 minutes from Sainsbury's head of quality, safety and supplier performance, who clearly felt for those exposed. They "were let down by individuals somewhere in the supply chain," he said. "A lot of money and resources go into developing systems to stop this happening. Horse meat wasn't on our radar." Of course, he said, not one retailer wanted horse meat in their products given that "all of the retailers' propositions to their customers is that they shouldn't have to worry about the safety, quality and that [a product] is what it says it is."

Marketing teams will be in overdrive for many months to come, either to repair the damage or profit from it.

Restoring consumer confidence is now high on the agenda, for the food industry, ministers and the Food Standards Agency (FSA). Polls have come thick and fast since the scandal broke, with Barnes highlighting research showing that consumers are more concerned than ever about the origin of their meat: today, 78% say it's important that meat comes from Britain, compared with

55% in 2007. Farmers will be pleased, as Lord Haskins explained in his keynote address. "The horse meat issue will end up with supermarkets behaving better, consumers realising they shouldn't overreact and farmers bound to benefit because any intelligent supermarket will want to shorten their supply chain."

Things are already happening: the country's biggest supermarket, Tesco, has made bold statements about how it will change, while Whitbread has announced a new system to track processed meats from field to fork.

Marketing teams will be in overdrive for many months to come, either to repair the damage or profit from it. McDonald's, for instance, has hinted that it can benefit from the crisis that hit its arch-rival, Burger King, which found equine DNA in four samples.

Whether there was horse in their burgers or not, the entire food chain has been touched by the horse meat scandal. It will thus take a collective effort to restore the public's confidence and pride in the country's food chain. Lessons will be learned and systems will be changed. However, as Kyriakides admitted, that doesn't mean food fraud will stop. "I have no idea what it will be, but there will be another one - and I don't say that flippantly."



Lord Haskins said the horse meat scandal will result in supermarkets behaving better, consumers realising there's no need to overreact and farmers benefiting from shorter supply chains

Where next for the Responsibility Deal?

Leading foodservice figures met on the second birthday of the government's wide-ranging health deal to discuss whether it's been a success and what challenges lie ahead.



THE GOVERNMENT'S Public Health Responsibility Deal is reaching a critical stage. Last month the wide-ranging deal had its second birthday and, while accurate analysis of its effect on the nation's health is some way off, any voluntary agreement of this kind needs to evolve. A box-ticking exercise this cannot be.

In April, Footprint Media Group brought together more than 20 of the catering sector's nutrition experts, as well as influential managers from a range of companies, large and small, for a health and vitality summit. With one in six meals eaten out of home (OOH) and almost a fifth of calorie intake coming from OOH meals for women, and a quarter for men, the foodservice industry has a responsibility to take national health seriously. And it is doing so. The Responsibility Deal has 370 partners from foodservice, representing 64% of the catering sector by turnover.

But all is not well in the world of health policy.

In spite of the commitments made and the recognition of the sector's role in tackling health issues such as obesity, foodservice remains much misunderstood. "Government doesn't understand our industry at all," said one industry executive. "They invite us to meetings and they look at distributors, catering companies and fast-food outlets and they think we're all the same. There is no understanding of our business, how food is procured or the challenges we face."

Some of the pledges are well thought out, but the one-size-fits-all approach cannot

always work. Foodservice is, contrary to what government might believe, very different to retail. "I'm making a general, sweeping statement here but there's a view that the foodservice industry just uses packaged goods, as opposed to taking ingredients and making our own," said one attendee.

Last summer, the government introduced a new set of salt pledges aimed specifically at caterers. The pledges commit companies to cutting salt use in their kitchens by 15%, ensuring that at least 50% of the products they procure meet the 2012 salt targets (a target which will increase over time) and reformulating the dishes they serve to their customers to cut salt, prioritising those which contribute the most salt to diets.

So is the deal working?

Some felt it was just a forum for companies to show what they are already doing, rather than "making anyone do anything differently". Others said it might not be working quite as fast as government and industry wanted, but critically it's achieving more than legislation could – and more quickly. However, the foodservice sector, for one – and perhaps as one – needs to communicate better with officials at the Department of Health. Only then, said some attendees, would there be more relevant pledges and more progress in OOH meals.

In March, the government urged more caterers to commit to the salt pledges. The health minister also wants to see more takeaways and small businesses involved. How to achieve that is, according to those at the summit, "the real challenge" to date.

"I'm not saying it's easy" for us, said an executive from one of the bigger players, "but it's difficult for the smaller players who don't have the resources we do – no teams of dietitians, no sourcing experts and so on to drive it forward."

Some of the larger companies are trying to help government reach smaller foodservice operators given that some "haven't even heard of the Responsibility Deal". Educating chefs in small and medium-sized operations is also paramount, with many "unaware of the calorie counts of their dishes ... they don't want to know", claimed one executive. Larger companies could, again, play a role, but there were also calls for a "consensus on health and vitality in the foodservice sector".

This would not be easy given confusion in areas such as labelling. Those in the catering industry are sometimes nervous about providing information given that preparation on one site can be different from another. Consumers do have to be offered choice, but there is a lot of "noise" on menus, with traffic lights, calories, guideline daily amounts and other symbols such as V for vegetarian. Other factors also have to be considered, such as how "natural" the product is, and there is a growing demand for foodservice to provide information on sustainability to clients and customers.

The question is: how much is too much? Some suggested a kitemark could work, with symbols often conveying "powerful and simple" messaging. "The overarching banner has got to be giving people choice and giving people the right information to make that



choice," said one expert. "Within this, there's room to nudge and push. For example where you position your fruit and where you put your healthy choices [nudging] or menu engineering [pushing]."

The feeling is that the Responsibility Deal is working and will have a positive effect on public health in the longer term. There are challenges ahead, and government and industry will have to continually adapt to make the most of this kind of voluntary initiative. Early adopters of the health and vitality agenda, for example, will have a role in helping to pull others along. Reaching out to smaller businesses is also crucial. This is a sector-wide challenge and the sector needs to communicate, act and progress as one.

Do you agree with the industry views here? Are you a small company trying to make sense of the Responsibility Deal? Get in touch: david@foodservicefootprint.com

Next steps

Given the role of foodservice in tackling nationwide health issues, the intention is for this group to meet regularly. Dr Susan Jebb (Chair of the Public Health Responsibility Deal Food Network) recognising the potential a foodservice supply chain specific group could have, has confirmed her attendance.

The next meeting is to be hosted July 4th 15.00 - 17.00 at Brakes Head office 10 Southampton Street, Covent Garden, London WC2E 7HA. If you would like to get involved please contact events@footprint-forum.com

In quotes...

Misunderstood by government

"There's a view that the foodservice industry just uses packaged goods, as opposed to taking ingredients and making our own."

"They look at distributors, catering companies and fast-food outlets and they think we're all the same."

"They believe we operate similarly to the retail sector."

Taking responsibility

"It would be interesting to see what proportion of the population we are collectively responsible for feeding every day. There's a massive job to be done raising awareness of the role of foodservice in health and wellbeing."

"In my experience, there is no consensus on health and vitality in the foodservice industry. We need to create consensus that this is an important issue."

Responsibility deal

"Because of the openness and lack of legislative force behind [the Responsibility Deal] it can just be a forum for people reporting what they are already doing ... rather than making people do anything differently."

"It's difficult for the smaller players who don't have the resources we [bigger companies] do."

Labelling not black and white

"The challenge is that all our products are made fresh in different kitchens around the country and while we can give guidance on ingredients, some members of the cooking team will use more seasoning than others so all products will be slightly different."

"The EU is struggling on defining nutritional profiles so it wouldn't be easy to form criteria against which a [foodservice] kitemark could be measured."

Can caterers hit the jackpot with reverse vending?

Machines which reward people for recycling are an expensive punt but a trial at Glasgow Caledonian University could show whether they pay off.



STUDENTS DRINK a lot of coffee. At Glasgow Caledonian University, the 17,000 students get through about 6,000 cups every day – 40% of them in disposable cups. About 1,500 plastic bottles and 500 aluminium cans also pile up in bins around campus and in the five catering outlets. Frank McCabe, the on-site catering manager at Encore, had enough of seeing the waste mountains build. “That’s when we decided to have a look into how we could collect it all and send it to be recycled or reused,” he says.

Reverse vending (RV) had been on his radar for some time and he was considering spending a few thousand on machines which would improve both Encore’s green credentials and the university’s – something that more and more on-site caterers are keen to do. Then a government trial scheme was announced and he struck gold with £90,000 from Zero Waste Scotland for six RV machines.

The refectory and Café Roots each have a set of three machines – a Flex Interactive to collect crushed cans, another Flex Interactive to collect and crush PET soft drinks bottles

and an EcoVend to collect paper coffee cups (“we had to move to a new cup that is fully compostable”). The machines flatten and sort products into a designated bin, saving up to 15 times the volume compared with a non-compacting unit. For each deposit students receive 5p towards their next purchase. “There’s also a golden ticket that gives the winner free lunches for a week,” says McCabe.

The economics also need to stack up for the caterer or site owner. These are expensive units and the incentives can be even more costly, says Adam Read, a waste expert at consultants Ricardo-AEA. “Even offering a voucher for 2p per bottle is more than the bottle is worth,” he explains. “However, you can get a very clean output that can go straight to a reprocessor. It depends on the value of the packaging you are collecting.”

It also depends on how much you can collect. The concept of rewarding people for recycling has also been around for some time. Some scientists warn that campaigns to promote eco-friendly behaviour increasingly emphasise self-interest – and this can be dangerous. “There can be knock-on effects

in terms of societal norms with the public perhaps expecting money for their pro-environmental actions,” explains Professor Greg Maio from Cardiff University’s school of psychology.

Tesco had to reassess the way it rewards customers using its RV machines after reports that people were cutting plastic bottles into tiny scraps to pass them off as more items.

To achieve a marked shift in behaviour may take time and more than just a 5p voucher, but that’s not to say that making recycling on the go easier won’t help. Neil Whittall, the commercial director at Huhtamaki, believes RV has “a part to play for the moment” but can see bigger shifts being required to make significant inroads into recycling waste on the go.

“If the act of recycling became easier through better collection and sorting of general waste then reverse vending might even not have been needed. However, I think we are a long way from these ideals. We have not yet as a society worked hard enough on extracting the value out of waste, but I do believe this is an area we will see improve.”

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Hospitality sector aims for the skies

Growth of Whitbread and Pret paves way to 300,000 new jobs by 2020.

HOSPITALITY AND tourism have generated over a quarter of all new jobs since 2010, with 153,000. By 2020, the British Hospitality Association (BHA) wants the sector to double that and create another 300,000 jobs. "Either we are content with a 'steady as she goes' approach or we jointly pilot a path for a more ambitious strategy," said the BHA chief executive, Ufi Ibrahim. "Growth will be hard to maintain because of international competition and the weak economy. If we do something about this now then the prize is considerable."

But is it realistic? It just might be, in light of Whitbread and Pret A Manger's recent announcement of ambitious expansion plans on the back of promising financial results.

Whitbread, which owns Premier Inn and Costa, announced a 3.7% increase in like-for-like sales and an 11.4% rise in profits to £356.5m. It published new 2018 growth targets including plans to increase the number of Premier Inn rooms by 75% to 75,000 and double Costa sales to £2bn. These will create 12,000 jobs. In 2012/13, Whitbread created 3,000 jobs in the UK.

The Whitbread chairman, Anthony Habgood, said that with Premier Inn and Costa going "from strength to strength" he expected growth to continue.

Whitbread's results came hot on the heels of Pret's. Its sales in 2012 increased 17% to

£443m; profits rose 17% to £61.1m. Last year, the company opened 36 new sandwich shops and this year it hopes to create 1,000 new jobs, half of them in the UK.

Pret also launched a National School Leaver Programme to recruit young Britons after criticisms that it wasn't employing enough British workers. The first nine school leavers have started and the scheme will be expanded this September.

The chief executive, Clive Schlee, said that "2012 was a strong year for Pret. We continued to invest in our core values, improving our menu, launching innovative employment schemes and building and refurbishing shops."

He said customers were "appreciating the natural food, the tastiness and the freshness of the sandwiches, and I think that's just pipping their economic anxieties".

Sustainability seems to have played a big part: there's the avoidance of additives and preservatives, the use of fewer than 100 ingredients in Pret's kitchens, and a continued desire to "climb the welfare ladder" regarding its sourcing policies. The pole and line caught tuna baguette overtook the classic super-club as Pret's best-selling sandwich in the UK in 2012. The fastest-growing category during the year was fresh fruit.

Perhaps 300,000 jobs by 2020 isn't that ambitious after all.

Making the most of beef



EVER HEARD of featherblade? It's a forequarter cut of beef traditionally used for braising. How about a D-rump? That's a large cut from the top of the leg and rump comprising at least five muscles, of varying tenderness. Chefs in Scotland have been getting to know the more unusual cuts of beef thanks to a series of workshops run by Quality Meat Scotland (QMS). Among the range of topics covered was the importance of asking for the correct product specification. The value of building a strong relationship with the local butcher was also highlighted – which will please Fergus Henderson (see *Footprint* April 2012) – to help chefs make the most of the beef they are purchasing.



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Retailers forced to ditch stance on GM-free meat

Sainsbury's, M&S, Co-op and Tesco concede they can't guarantee integrity of animal feed amid dwindling global supply. Will foodservice follow their lead?

DEBATE CONTINUES to rage about whether there is enough non-genetically modified soy available for the UK's poultry market. At February's Footprint Forum, farmers warned that the staggering growth of genetically modified (GM) soy in Brazil – a major exporter to the EU – has led to a rise in contaminated shipments of GM-free feed. Some have suggested that 40% of GM-free soy is contaminated beyond the legal 0.9% and warned that retailers and caterers could be walking into another food transparency scandal. "It's a matter of honesty," said Charles Bourns, a farmer and president of the EU Commission's egg and poultry advisory group. "If I'm going to find it impossible to buy genuinely GM-free soy, the last thing I want is for a newspaper to find out that [my animals] are fed on GM."

Now it seems retailers, including some of the most ethical, have relented to pressure from the National Farmers Union (NFU). Sainsbury's, Marks & Spencer, the Co-op and Tesco have all announced changes to their policies given that they could no longer guarantee the integrity of GM-free soy. This follows similar moves by Morrisons

and Asda in the past couple of years. At the time of writing, no foodservice companies with similar policies have made any such U-turns. McDonald's says that as part of the standards it requires suppliers to meet, all poultry chickens and laying hens must be fed only non-GM soymeal and maize. A spokeswoman said: "We're following the retailers' changes closely and we're talking to our long-standing poultry and free-range egg suppliers about the changes that some retailers have announced, but at this time we don't have any plans to change our supply chain requirements."

M&S said its change in policy was "absolutely necessary" given the much-reduced supply of non-GM feed available to UK farmers. The Co-op similarly said its non-GM position was becoming "increasingly untenable".

The retailers also pointed to the latest scientific research and current government advice that GM ingredients do not present any risk to human health. GM feed has also been used for livestock other than poultry for a number of years, while the independent European Food Safety Authority (EFSA) established in 2007 that recombinant DNA

from GM plants used in feed does not end up in the final meat, milk or eggs.

But organic groups condemned the changes to a policy which dates back almost 12 years. The Soil Association said that "in Brazil alone, there is enough non-GM animal feed to supply the whole of Europe". Peter Melchett, the association's policy director, said: "Several research studies have found that GM DNA in animal feed is taken up by the animal's organs and can then be detected in the milk, meat and fish that people eat. This has been confirmed by the government's Food Standards Agency."

Some also claim supermarkets have been misled about availability. The Brazilian Association of Non-GM Grain Producers (Abrange) said Brazil's soybean harvest was "over 82m tonnes" – a record and large enough to provide Europe's entire demand. *Farmers Weekly* reported that Abrange estimated that non-GMO soy makes up around a quarter of this. Abrange also suggested that the changes could have something to do with a desire to open Europe to GM soy from the US, rather than a decrease in available GM-free supplies from Brazil.

However, figures from Celeres, which provides data to the Brazilian government, suggests that 89% of the 2012/13 Brazilian crop is now GM.

The NFU's chief poultry advisor, Kelly Watson, said the tonnage of GM now "swamps" non-GM "so that the likelihood of accidental GM presence is much greater and the export facilities for segregating product have not increased in proportion to the crop".

On the website: Peter Melchett from the Soil Association and the NFU's Martin Humphrey outline their positions on GM feed and provide advice for foodservice companies.

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Carbon food fight

A new report suggests the UK is importing vast amounts of high-carbon products, including food.

DO YOU WANT the good news or the bad news? The good news is that carbon emissions from UK production have fallen by 20% in the past two decades (that's probably where politicians hoped the Committee on Climate Change's latest report ended). The bad is that these reductions have been more than offset by the emissions the country has imported. In other words, as incomes have grown and manufacturing has shifted to other countries the UK's contribution to climate change has actually increased. The UK is now the second-highest "emissions importer" in the world, with each individual responsible for double the imported emissions of someone in Germany, which has kept its domestic manufacturing base.

Labelling can have a positive impact on consumer choices, but carbon labels are a difficult concept to grasp

Lord Deben, the chair of the Committee on Climate Change (CCC), said the size of the UK's footprint was "worrying" and highlighted the importance of a global deal on climate change. The Friends of the Earth energy campaigner, Guy Shrubsole, said it "reveals the truth behind attempts to blame countries like China for climate change, when a significant proportion of their emissions are produced in order to maintain our quality of life."

Food has played a significant role in the UK's rising emissions. The UK is a net importer of many foods and emissions from the production of imports are, again,

not reflected in UK inventories. Previous analyses indicate that UK agriculture, fertiliser production, and livestock agriculture in nearby countries for export to the UK are responsible for the emission of about 62m tonnes of carbon dioxide per year, or about a tenth of emissions attributed to the UK in inventories. In its "How Low" report on food consumption, WWF UK estimated that the UK food system plays a "far greater" role in global greenhouse gas emissions than that indicated by UK emissions attributable to UK agriculture.

Accounting for global emissions alone is much easier and paints a better picture. It is also how international rules are set out. However, as scientists like those at the Stockholm Environment Institute have alluded to, imported emissions need to be dealt with and not just monitored. The government currently assumes that other countries will take responsibility, but the failures at global climate talks have spotlighted the gulf in policies and commitments across the world.

The CCC provides a number of options to help cut imported emissions, including a new global deal on climate change to follow the Kyoto agreement. However, there are other options, such as a carbon tax on imports and refunds for exporters. The use of carbon labels could also be extended, said the CCC, with evidence from the labelling of food aimed at improving health suggesting "there can be a positive impact on consumer choices". However, consumers have found carbon labels "difficult to grasp", the report concludes, so perhaps "there is benefit in labelling the carbon footprint of a targeted range of products which are carbon-intensive and where low-carbon alternatives are available".

Investors go cold on renewable heat

WHEN IT COMES to the UK's green energy policies, renewable heat has often been referred to as the "sleeping giant". The Renewable Heat Incentive (RHI) was supposed to awaken it.

But, according to the Department of Energy and Climate Change, less than a fifth of the total £133m RHI budget for 2012-13 is likely to be paid out. A general malaise in the market, loss of investor confidence and low returns for some of the tariffs have all been blamed. Solar thermal panels and ground source heat pumps are proving particularly unpopular, but take-up of biomass boilers has also been slower than expected.

With a target of having 12% of all heating coming from renewable sources by the end of the decade, from 1% in 2011, the sector desperately needs another boost. The ministry has said it will consult on the tariffs "within a matter of weeks", with any necessary changes likely to come into force by this time next year. The climate change minister, Greg Barker, has said he is "absolutely determined" to drive take-up of renewable heat. There won't necessarily be higher tariffs across the board, but he is certain there will be "improvements in the scheme".

A 12% return was felt to be adequate incentive, but in reality returns vary depending on the technology and what it is replacing. RHI returns were set purposefully higher than feed-in tariffs given that heat "needs a kick-start", the ministry said when the scheme was launched. It is now looking for a bigger boot.

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TOMORROW'S THINKING TODAY



Marketers - sustainability saviours

WHEN IT COMES to sustainability, marketers could save the day – at least according to Eric Ryan. Ryan has just sold his green cleaning products brand, Method, to Ecover. In an interview with the *Guardian*, he said: “It’s going to be up to marketers to save the world because you need great marketing to change consumer behaviour.” Ryan is a firm believer that the only way to approach sustainability challenges is to change people’s behaviour. “There’s too much money at work for government to put enough regulation in place to make businesses change.”

The coalition government is keen on voluntary approaches to important sustainability issues, yet businesses often argue that there is only so much they can do. In the “Beyond Business As Usual” report, published by the Food Ethics Council in January, one retail-sector representative remarked: “I can play around with the nutritional content of a doughnut as much as I want, I can say ‘eat just one doughnut’, I can make them smaller ... but I can’t stop someone eating three.”

In Scotland, the government has come up with a halfway house between self-regulation and legislation to tackle obesity. Policymakers, food companies, marketers and the British Standards Institution will work on a new standard for the responsible marketing

of food and drink. “We know that people are significantly influenced by marketing and advertising,” said the Scottish public health minister, Michael Matheson, of the scheme to cut consumption of fatty, sugary and salty products.

If companies have been able to convince people to eat more, surely they have the marketing prowess to also encourage them to eat less?

NUMBER CRUNCHER

10%

The rise in UK carbon emissions since 1993; UK production emissions have fallen but “imported emissions” have risen substantially

Who said that?



“It’s been horrendous and relentless. When the Pope resigned, shamelessly I thought it would get us off the front pages, but it didn’t and that’s a lesson to us all.”

John Barnes, FSA head of local authority audit and liaison, talks about horsegate

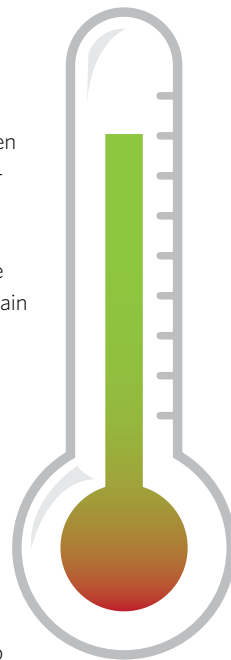
From the web

GREENER

- Brainiacs – a new seafood pilot has been launched to educate three to five-year-olds about the benefits of eating fish
- New York – an opportunity for cross-Atlantic best practice sharing on waste
- Happy bees – Europe votes to ban certain pesticides; farmers not so happy

GROSSER

- Safety – consumer confidence in food safety has fallen from 92% before horsegate to 72%
- School meals – kids think their lunches are not up to scratch and want healthier options
- Soft – advertising rules for junk food criticised by children’s campaign group



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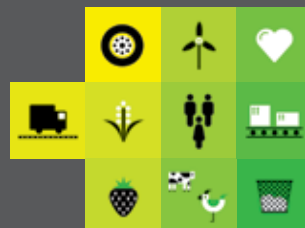
2/10 Local sourcing

Definition

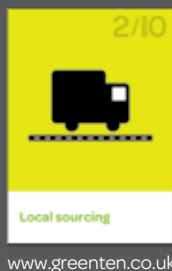
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