

2013 SOUVENIR PROGRAMME

FOOTPRINT AWARDS



Headline Sponsor



baxterstorey

M&Jseafood
fresh fish specialist



brakes
fresh ideas



sodexo
QUALITY OF LIFE SERVICES



The **Footprint Awards** 2013



Canapés

Mini fish and chips

...

Fillet of pork with Richard Woodall's air-dried ham

...

Mini prawn cocktails

...

Spider crab croquettes

...

Goats cheese with fenland beetroot

...

Amuse Bouche

Oyster in red wine, curried mussels, prawns,
salt 'n' pepper squid,
cockles and razor clams
served with various dipping sauces

Starter

Marinated fish, Bouillabaisse terrine, saffron and rouille

...

Main Course

Seared fillet of halibut, brioche and chicken crust,
"petit pois a la française"

...

Dessert

Rhubarb choc-ice, Jelly and cream, Oyster shell
with marshmallow

...

Coffee, Teas & Infusions
Sweets

Footprint Forward

At the end of each summer, planning starts for the next year's Footprint Awards and at every cycle we try to set the bar even higher than we did the previous year.

Now in its third year, Footprint Awards 2013 has certainly delivered more than ever. We received a record number of entries and it is clear; sustainability has moved on. Footprint was founded to frame sustainability and responsible business within a commercial context. From being the trendy buzzword it once was, sustainability is now clearly accepted as a business principle.

More vivid than any previous year is the level of measurable achievement demonstrated (read more about this on pages 8-12). To all of those that have made the shortlist - very well done! Footprint Awards is becoming increasingly competitive and with the goalposts moving and judges becoming ever more discerning, it's harder than ever to obtain this recognition.

We in turn hold ourselves accountable to our constituents - namely you. Our objectives remain clear:

- To recognise the businesses and individuals making a difference to environmental, social and economic sustainability in the foodservice industry.
- To create a community of sustainability excellence in our sector.
- To raise awareness of the incredible work being done in the foodservice and hospitality sector, and to highlight the difference it's making.
- To attract new talent from outside the industry and to encourage those not yet engaged in sustainability by demonstrating that no matter how large or small the endeavor, it has an impact.



Last year Footprint Awards attracted an enormous amount of publicity with over 3 million opportunities to see (social, digital and printed media) this initiative in the build up and beyond.

Through the RSA accreditation (one of only 14 awards schemes to be so recognised) Footprint Awards winners and runners up are entitled to enter the biennial European Business Awards for the Environment. Greenvale was amongst the 12 UK Entrants in 2012, chosen for its unique water recycling system developed in the potato processing industry. Malcom Aiken, Chair of the RSA Environment Awards Forum, said "UK Entrants represent the UK's wide range of diverse and vibrant sustainable companies and they cover an impressively wide spread of environmental and sustainable issues. They all deserve recognition." The EBAE have over 160 entrants from 23 countries and as a nation we accounted for an impressive 12 of the finalists. Sadly when the judges met in Copenhagen this time last year Greenvale did not go through to the final round in Brussels. The UK winners were Marks & Spencer and Aquamarine Power. If you are either a Winner or a Runner up tonight we cannot encourage you enough

to go forward to the EBAE's in 2014. We are happy to help and facilitate on this.

The Footprint Awards provides us invaluable insight into not only the areas of achievement, but also focus on particular endeavor. It is clear that tremendous work is going into the issue of waste, as it is in the areas of energy and natural resource. These are very important trends and ones that, in previous years, we would have liked to have seen greater impetus. These are areas of real focus in the foodservice sector; long may it continue.

Our thanks, as ever, to Nestlé Professional, our headline sponsor, and to all of the progressive category sponsors at the vanguard of responsible business. Without these forward sighted organisations none of this important work would be possible. We have spent significant amounts of time with each and every supporting organisation this year and you are an inspiration to the whole industry.

We have chosen the theme of Coast: Land & Sea as a proposition to combine the playfulness associated to the British seaside with the sustainability narrative of our natural boundaries; beauty, yield, bounty, diversity, tradition, progression and opportunity. Our objective is that every single aspect of the Footprint Awards 2013 Winners Dinner will inspire you to continue your sustainability journey and to keep pushing the realms of probability and the resulting achievement.

We hope you have a wonderful evening and Good Luck.



@footprintawards

Headline Sponsor



Category Sponsors



A warm welcome from the headline sponsor, Nestlé Professional



It gives me great pleasure to welcome you to the Footprint Awards 2013 of which Nestlé Professional is the proud headline sponsor for the third year running.

This year we are delighted that the level of sustainability endeavour is increasing steeply with so many new names joining the party and achieving a place on the shortlist. Foodservice is a big contributor to GDP and UK employment so we really can make a difference by improving standards. Nestlé Professional has a significant role to play in this sector and we see it as our responsibility to lead in creating a lighthouse effect.

We understand that operating a sustainable business is not something that can happen overnight though. It is about setting realistic objectives, ensuring an end to end approach and measuring progress. It is also about collaboration; working with suppliers and customers to ensure Corporate Social Responsibility is built into core business principles.

Winning a Footprint Award is a real achievement and it gives me great pleasure to be so closely involved in this rewarding process. "Creating Shared Value" up and down the supply chain is what the Footprint Awards process is all about, sitting perfectly with our objective of meeting our sustainability commitments especially in the key areas of nutrition, water and rural development.

For those who entered but did not make the shortlist, the very fact that you were able to enter means that you are making a difference. We hope to see you on the shortlist next year. Enjoy this special evening and the celebration of achievement. I wish everyone on the shortlist the very best of luck.

A handwritten signature in blue ink, appearing to read 'NSP2'.

Neil Stephens

Managing Director,
Nestlé Professional



We're proud to reward businesses that deliver more with less.



FOOTPRINT
AWARDS



NESTLÉ PROFESSIONAL®, headline sponsor of the 2013 Footprint Awards.

At NESTLÉ PROFESSIONAL® we're strong believers that less can be more. We're not just working closely with our customers, partners and suppliers to provide the quality and value that they expect from us, but also working closely with them to reduce their impact on the environment.

NESCAFÉ



CHEF



Herta



The Footprint Awards - Shortlist

We are delighted to announce the shortlist for the 2013 Footprint Awards. Companies are placed in alphabetical order and the final positions will be announced at the Footprint Awards Dinner on May 23rd after the judges have made their final assessment. Certain categories contain larger numbers of entries and this reflects where scores have been tied after the first round.

Sustainable Use of Natural Resources Award Sponsored by HUHTAMAKI

brakes
fresh ideas



Innovations in Packaging Award Sponsored by NESTLÉ PROFESSIONAL



Environmentally Efficient Logistics Award Sponsored by GREEN 10



Sustainable Catering Equipment Manufacturer Award Sponsored by CH&Co



Victor

Sustainable Supplier Award Sponsored by BRAKES





**Energy Efficiency Award
Sponsored by
3663**



**Sustainable Sourcing Award
Sponsored by
M&J SEAFOOD**



**Waste Management and
Reduction Award
Sponsored by
UNILEVER FOOD SOLUTIONS**



**Economic Sustainability Award
Sponsored by
STALBRIDGE LINEN**



**Stakeholder Engagement Award
Sponsored by
ESSENTIAL CUISINE**



**Social Impact and Diversity Award
Sponsored by
SODEXO**



**The Community Vote
Sponsored by REYNOLDS**

**Special Achievement Award
Sponsored by BAXTERSTOREY**

- David Clarke** - CEO of Assured Food Standards
Jimmy Doherty - Suffolk Farmer
Fergus Henderson - Chef & Restaurateur
Renata Nowak - Assistant Procurement Manager, ISS Facility Services
Rt Hon Owen Paterson - Secretary of State for the Environment and Rural Affairs
Anne Pierce MBE - Chief Executive of the Springboard Charity
Cyrus Todiwala OBE - Chef & Restaurateur

Headline Sponsor



Category Sponsors



The Footprint Awards - The Judges

Tom Beagant



Tom is an advisor in PwC's Sustainability & Climate Change team specialising in the development of what the future of reporting will look like, to ensure

that the information sets used at the heart of business creates the cohesion, alignment and credibility needed for sustainable business success.

He has over 10 years experience of helping companies respond to the sustainability and climate change agenda and supporting the UK government to develop related policies. In his role Tom helps organisations understand the relevance of sustainability risks and opportunities, develop strategic responses, implement systems and processes to measure and manage performance and report sustainability information both internally and externally.

He is lead PwC's work with PUMA to develop the world's first Environmental Profit & Loss statement, monetising the environmental externalities of the sportlifestyle company and its entire supply chain. This information is helping companies take environmental impacts into account in financial decision making.

David Clarke



David Clarke has a career spanning well over three decades in the food industry including more than 20 years in the food service sector working in

the supply chain for the Forte Group. Since 1998 he has been managing farm assurance schemes and the Red Tractor assurance mark.

Tony Goodger



Tony Goodger joined the Meat and Livestock Commission (MLC) in 1998 as Trade Sector Manager (Foodservice),

helping public sector caterers to develop bespoke specifications for red meat to better suit their customer profiles. During this period, he worked closely with local authorities and contract catering organisations, encouraging them to reinstate quality British beef onto menus post-BSE.

He also produced materials for caterers covering the role of red meat in the diet and facilitated supply chain partnerships for Halal meat, having identified the extensive opportunities presented in this market.

In June 2003 Tony was promoted to his current position of Foodservice Trade Manager for BPEX, a division of the Agriculture and Horticulture Development Board (AHDB). In this role he is responsible for marketing pig meat, in particular the health and nutritional benefits of pork, to both cost and profit sector caterers.

He is currently working on promotional activity linking sustainable pig production with large corporate foodservice businesses requirements for delivering their CSR and Government initiatives, such as the Government Buying Standards and the Public Health Responsibility Deal. He also worked to facilitate the supply of Red Tractor assured pork and pork products to the Olympics.

Prior to joining AHDB Tony spent 10 years with United Biscuits joining as a graduate trainee and working within the company's frozen food division with Ross Young's and Alveston Kitchens. Tony also spent 18 months in operational catering with London Borough of Merton Meals on Wheels service.

Tony has a wider interest in Food Policy and Food Politics on a local, national and global scale. He is widely read on the subject and plans to study for a Masters in Food Policy.

Lorna Hegenbarth



Having been a chef and then account manager for a major foodservice company, Lorna has gained an in-depth understanding of the foodservice market.

Lorna is now a food-chain adviser at the National Farmers Union, where her scope of work covers the post farm gate supply chain, engaging with major stakeholders, including the retailers and the foodservice market.

Charlotte Henderson



Charlotte Henderson joined WRAP's Food and Drink team in May 2004, having previously worked for the Environment

Agency. She worked closely with retailers and their supply chain to develop and meet the objectives of the Courtauld Commitment to reduce the packaging and food that is thrown away. This involves the development of strategy development, category guidance, packaging reviews and running workshops. Charlotte is now managing the Hospitality and Food Service programme at WRAP to work with the sector to manage food and packaging resources more efficiently.

Jiggy Lloyd



Jiggy Lloyd is an independent consultant in public policy, corporate strategy and sustainable development. Her clients include

international and UK companies and the public and not-for-profit sectors. She is an Associate of the environmental policy think-tank Green Alliance, adviser to F&C Asset Management Plc for the "Stewardship" socially responsible investment funds and holds

a non-executive advisory role with Defra concerned with sustainable consumption, resources and waste. Recent assignments include "The Carbon Footprint of British Agriculture" (for the Arden Award/Nuffield Scholarships Trust) and advising the Canadian pulse industry on carbon-footprinting and environmental labelling in the food sector.

Prior to setting up her own consultancy Jiggy Lloyd held senior posts in corporate social responsibility, sustainability and government affairs in two different FTSE companies and in Vivendi, the global utility and services business (now called Veolia). Her earlier career was spent working with the Canadian mining industry and in consultancy.

Jiggy Lloyd has degrees in ecology and forestry and is a partner in a farming business in Lincolnshire. She is a Nuffield Scholar, a Fellow of the Royal Society of Arts, a Vice-President of the Town and Country Planning Association and a non-executive board member of the Institute of Environmental Management and Assessment.

Steve Loughton



Steve Loughton has spent 40 years working with major international corporations involved in manufacturing and distributing

commercial food service equipment. He is currently MD of Jestic Foodservice Equipment who represent some of the world's finest and most innovative foodservice equipment manufacturers, with particular emphasis on the design and supply of the latest in open kitchen and theatre-style cooking.

Extensive travel in North America and EMEA has enabled him to uniquely understand, and objectively view, a variety of equipment and its use and application. He is contributing to an ongoing CESA project entitled 'Mind the Gap' which is currently investigating and measuring the differing attitudes to commercial food service equipment sustainability in terms of

manufacturing, specifying and distributing products to the end user. The interim results are being used for consultation with Government and NGO's.

Steve is actively involved with the Catering Equipment Suppliers Association (CESA) who has presented him with the Caterer & Hotelkeeper/CESA Outstanding Service to the Catering Equipment Industry Award. He also recently gained the Certified Foodservice Professional (CFSP) accreditation.

Steve is a Management Committee member of the European Federation of Catering Equipment Manufacturers (EFCEM) which represents the interests of ten nations in Brussels.

Paula Moon



Paula is Brand Manager for Nestlé Professional. She has been with Nestlé for over 20 years in a variety of marketing roles, but her farming

background makes her particularly well suited to her work on Sustainability. She is happily married with 2 children.

Cyrus Todiwala OBE DL



Chef Patron, Café Spice Namaste and Mr Todiwala's Kitchen

One of the most respected chefs and restaurateurs operating in

the UK today, Cyrus is renowned for his commitment to sustainability and the environment. Born and raised in Bombay, the Chef Patron of Cafe Spice Namaste trained as a chef with the Taj Group in India, where he rose to become Executive Chef of the group's hotels in Goa.

Cyrus champions British farmers and producers and is on HRH The Prince of Wales' Mutton Renaissance Committee and the Marine Conservation Society. In 2011, Café Spice Namaste, the restaurant he set up with his wife Pervin 16 years

ago, won the Corporation of London's Sustainable Food Award. Cyrus was also awarded the 2011 Special Achievement Award by the Footprint Forum. He is a Deputy Lieutenant of Greater London.

In October 2011, Mr Todiwala's Kitchen opened as the signature restaurant of the new Hilton London Heathrow Terminal 5.

Keith Warren



Director, The Catering Equipment Suppliers' Association, Technical Committee Chairman, The European

Federation of Catering Equipment Manufacturers

Appointed as the director of CESA, the Catering Equipment Suppliers' Association in 2001, Keith has overseen the growth of the membership to over 150 members and he has helped to establish CESA as the leading voice for the foodservice equipment industry. His activity involves extensive representation activity with UK government and regulators. As the chair of the EFCEM Technical Committee, The European Federation of Catering Equipment Manufacturers, this extends his role to undertaking this work in Brussels on behalf of the eight national members. EFCEM is currently drafting standards covering the measurement of energy use for the key equipment product categories

Before his appointment as director of CESA, in January 2002, Keith Warren spent over 15 years working directly with catering equipment and food companies in business to business publishing and marketing services. His career includes 17 years with Reed Elsevier working first with its retail titles and then with the Reed Catering Publications where he held senior management positions and was responsible for the commercial activity of Caterer and Hotelkeeper and Catering Update. In 1999 he was appointed Sales Director of Redpoint Marketing Ltd, owners of Caterbase and publishers of the Caterfile hospitality and foodservice reports.

What Footprint Awards meant to 2012 Sector-Specific Winners

Manufacturer: Innocent



Innocent's whole business is built on environmental and social responsibility. Footprint Awards gave us a platform to shout more about what we are doing in our every day operations to be a responsible business. It's a great initiative that unites the industry in all the facets of one of the most burning topics that touches the whole supply chain...sustainability. We are looking forward to Footprint Awards 2013!

Kevin Jones
Channel Director, innocent drinks

feedback. We also shared the recognition with the leading kitchen design houses in the industry and again the feedback was very positive.

Finally we shared the news with partners overseas and were very pleased by the response.

It has certainly helped Adande to plant its sustainable equipment "footprint" firmly in this market.

Nigel Bell
Chairman & CEO, Adande

Packaging: Vegware



Vegware has won over 20 awards and 2 Parliamentary Motions, but winning the Footprint Awards really stands out for us, because of the respect and goodwill that the Footprint Awards has among our clients. It has the double effect of promoting us in our marketplace, and for our clients it affirms their choices in theirs. Winning the Innovations in Packaging Award was fantastic targeted exposure for our certified compostable packaging and the zero waste support we offer with our Food Waste Network. When Vegware was announced as the winner, a broad cheer went up around the room. It was a heartening moment of spontaneous goodwill from the key players in foodservice – this positive feedback means a lot to us and is great for staff moral.

Lucy Frankel
Communications, Vegware

Equipment Manufacturer: Adande



A key part of the Adande vision statement is ... "to become trusted globally as an innovator, developing proprietary, sustainable technologies that meet real customer needs in food storage, display and service." As a result we were very pleased and proud to win the Best Sustainable Equipment Manufacturer Award in 2012. We believe our refrigerated drawer systems are unique, valued by customers and the most sustainable foodservice refrigeration equipment in the market. The Footprint Awards have the highest accreditation of any "sustainable" award schemes and this recognition was therefore particularly important.

We shared the success with many of our key customers and got a lot of very positive

Healthcare: Royal Bournemouth Hospital



We have been composting our food waste and compostable catering disposables for years now, and have introduced lots of measures to reduce our environmental impact – induction hobs and grills, an on-site food digester, and an electric van for delivering our food around site. All the improvements I have made at Royal Bournemouth Hospital seem like common sense to me, and I would urge other hospital catering managers to follow our lead. It is fantastic to be publicly recognised by the Footprint Awards, but I am just doing my bit to make the NHS more sustainable.

Terry Reeves
Hospital Catering Services Manager at the Royal Bournemouth and Christchurch NHS Foundation Trust



Restaurant: The Clink Restaurant

We believe it's important to be recognised for our sustainable practices and to show future employers of our graduates that we are providing prisoners with up to date training. Our commitment to sustainability is also reinforced by the appointment of Julie Peasgood as a Sustainability Ambassador who we met at the Footprint Awards last year. We believe that being shortlisted and winning provided us with the credibility and exposure to the

industry and we are delighted to have been recognised for our on-going work in this area.

It's also important to us to demonstrate our on-going success, not only in our training and rehabilitation but also in areas of best practice. Communicating our award success internally to our stakeholders, investors and of course our graduates helps to reinforce our work and our progress.

Chris Moore
CEO, The Clink Charity

Caterer: BaxterStorey



Our success is highly dependent upon a thriving domestic agricultural market and we are determined to help the UK farming sector. This is a responsibility we take seriously and winning the 2012 British Supply Award further endorses our commitment. Fresh, quality, locally sourced ingredients are at the heart of our business and enable us to showcase the very best of British produce in our restaurants and cafes.

We consciously work on building long lasting relationships with our suppliers; we want to understand their businesses and challenges as much as we want them to understand ours. We want to know what makes them tick and what makes their business work so that we can get the very best out of one another. And that includes treating them fairly and paying them promptly.

Sustainability in the food chain runs deeper than simply food miles. It's about ensuring that our supply chain and the farming community has the physical and economic environment in which to thrive in the UK.

Noel Mahony
Chief Executive, BaxterStorey

Pub Group: Spirit Pub Co



Winning the Footprint Award gave us fantastic industry recognition for the waste and recycling project. It was a boost for the Spirit team who had worked so hard to achieve it. It also allowed us to use what we had achieved to engage staff throughout the estate. The Footprint Award also highlights our commitment and on-going positive impacts within the local communities that are crucial to our pubs. We are looking forward to re-entering again this year.

Vance Fairman-Smith
Head of Supply Chain, Spirit Pub Company

Distributor: Brakes



Brakes Group were delighted to win the Environmentally Friendly Logistics Award last year. Brakes make over 22,000 food deliveries a week, across the UK. The logistics and transport initiatives we have in place to reduce our fuel consumption have contributed to us achieving a 30%* reduction in carbon emissions since 2006, beating our 25% target nearly a year early. We also work actively with industry partners on supply chain delivery collaborations to reduce road miles.

Our customers, and their consumers, demand and expect us to make our operations as environmentally efficient as possible, and our teams are fully

engaged across our network to make this happen. This award not only provides a reward for the hard work of our teams, but reassurance for our customers that they are being served by a leader in protecting tomorrow, today.

* Against 2006 base year, indexed to sales.

Julia Scott
Head of Corporate Communication, Brakes

Harper Adams University



Winning the Footprint Community Vote Award was a huge feather in our cap and one which made us push further with our ethos of sustainability.

It has highlighted us as a leading light in the University sector and one we hope can be copied and replicated.

David Nuttall BA MSc MBA FIH
Catering Manager, Harper Adams University

Category Sponsors - Sustainability Exemplars

baxterstorey



Noel Mahony
CEO

BaxterStorey's success is highly dependent upon a thriving domestic agricultural market and we are determined to help the UK farming sector - a responsibility we take seriously. Fresh, quality, locally sourced ingredients are at the heart of our business and enables us to showcase the very best of British produce in our restaurants and cafes.

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brakes
fresh ideas



James Armitage
Marketing Director

Brakes is committed to 'protecting tomorrow today' - delivering sustainable business practices which protect the environment and respect the communities in which we serve is at the heart of everything we do.

Under each of our five CSER pillars - environment, responsible sourcing, health and nutrition, community and our people - we have ambitious targets

and commitments. We're proud of our achievements to date and have already met our target to reduce emissions by 25%* by the end of 2013.

However, there is still more to do and as a market-leading foodservice operator, we aim to innovate and push the boundaries of what can be achieved.

**Base year 2006, indexed to sales*

CH&Co.



Caroline Fry
CEO B&I

The development of our sustainability strategy was driven by a simple desire to do the right thing, underpinned by knowledge of sustainability's growing importance to catering clients. Sustainability principles guide our business decisions whilst ensuring a balance between CO2 footprint reduction, food quality, competitive pricing, consistency of supply and profitability.

CH&Co built its enviable reputation as a leading independent catering group by

offering restaurant quality meals in the workplace, at iconic venues and beyond. Adding sustainability to the mix brings challenges, but these challenges have their own rewards, and sharing information about our approach empowers our clients to make informed choices with enhanced knowledge and interest.

Sustainability has moved on



Neil Corlett
Director

As a small business Essential Cuisine have identified Food Mileage, Packaging and Energy usage as our key sustainability challenges for 2013.

A new production facility adjacent to our current warehousing will reduce food miles on all our products by 180 miles, and has been designed to the latest environmental standards with high levels of insulation, water saving technology and energy

efficient equipment and lighting. Efforts to communicate with our chef partners electronically have reduced printed literature by 23% over the last year*, and our recent membership of the Valpak waste packaging compliance scheme will help us measure and reduce our waste.

Our food grade stock pots are re-usable, a valued mis-en-place vessel for our chefs!

**12 months to March 2013*



Ed Bevan
Commercial Director, Independent Acquire Services

Over the last couple of years and, to varying degrees, most foodservice providers have adopted sustainable buying policies and are now deploying them. Proving “green” credentials to customers and clients has always been an issue. There are so many facets to consider when buying food-related goods and services, and no two food service organisations are the same. Business profiles, food offers and, above all, customers are different!

The Green10 initiative, recently developed by Acquire Services, allows organisations to concentrate on what’s most important

to their own strategies, whether that’s provenance, food miles, seasonality, waste management, or any combination.

Green10 provides a robust framework which helps organisations measure their green credentials and then share easily understood metrics with both potential and existing clients.

We are proud to be associated with *Footprint* and our sponsorship of the Sustainable Supplier Award absolutely complements our passion for helping foodservice organisations realise their unique sustainable goals.



John Young
UK Foodservice Sales & Marketing Director, Huhtamaki UK Ltd

2012/2013 has been a fantastic and productive time for Huhtamaki UK. As an innovative and forward thinking global organisation, sustainability is something which is at the very heart of everything we do. Our most recent success story, of which we are particularly proud, is achieving the PAS100 certification with our fully composted Bioware paper cups. We have also been working with a school in our local community to create a fantastic “Bioware

Garden”, using our unique compost to give the children a special place to enjoy. Also, earlier this year we developed an informative guide to the new EU Timber regulations to help our foodservice customers comply with the new legislation, which aims to tackle the trade in illegal timber. These initiatives are just some of the ways we are continuing to act as a responsible manufacturer now and into the future.”

Category Sponsors - Sustainability Exemplars



David Hill
Sales & Marketing Director

We're delighted to be sponsoring the Footprint Awards for the second year running. These awards showcase the impressive steps businesses are taking to help make our industry more sustainable. At Johnsons Stalbridge Linen Services we pride ourselves on implementing changes that make a big difference to both our own carbon footprint and that of our customers. As a leading supplier of table & bed linen, chefs wear, bathrobes and towels we know

the big difference things like our in-house driver training scheme, our water recycling and our use of recycled fabrics can make. These company-wide initiatives have not only made us more sustainable but have helped us reduce costs significantly. It's why this category is important to us - we're reaping the commercial benefits being sustainable can offer and are excited to see how other businesses are doing the same.



Ian Stuart
Sales Director

It's difficult to put into a few words what sustainability means to us. As the UK's largest fish and seafood supplier, a responsible approach to sourcing is not just a moral obligation, but like the local skippers we do business with, key to our business' livelihood.

For thirty years we have been championing the responsible harvesting of our seas. Long before sustainability became a boardroom agenda we understood that only by

protecting what we have today could we continue to appreciate it tomorrow.

This understanding still governs the way we run our business. Our partnership with Skipper's Catch means we work directly with small local fishing businesses. This provides customers with exceptionally fresh product and supports local fishing industries who, like us, have a vested interest in protecting the future of our seas.



Tony Reynolds
Managing Director

At Reynolds sustainability is something we take very seriously as we firmly believe it's crucial to the continued success of our business and that of our customers'. It's well documented that the world's resources are depleting.

Only by forming long-term partnerships with our growers and farmers, both at home and abroad, and working together to

establish best environmental practice, can we deliver the food security so crucial to us all.

For some years now we have been embedding sustainability into all our processes - into our business DNA, if you like. And at Reynolds, part of our commitment is to share best practice with the foodservice industry.

Sustainability has moved on



Phil Hooper
Corporate Affairs Director

Sodexo's Better Tomorrow Plan is integral to the way we are, how we do business and the way we engage with a wide range of stakeholders. It provides us with a structured approach to our sustainability objectives which we monitor and report on each year.

Highlights over the last year include becoming founding signatories of WRAP Hospitality Agreement in the UK, hosting

a BITC 'Seeing is Believing' tour for senior business leaders focusing on ex-offender employment; and more recently our gold ranking for the third consecutive year in the BITC's CR Index.

With sustainability at our core we are delighted to sponsor the Footprint Awards and in particular the social impact and diversity award.



Tracey Rogers
Managing Director

Unilever Food Solutions is proud to sponsor the Waste Reduction category at this year's Footprint Awards. Waste has always been an issue close to our hearts - we united the industry to tackle avoidable food waste in 2011. Now, we're getting set to revolutionise the way chefs manage their waste by launching a new resource next month. Watch this space.

"We recognise that the old view of growth at any cost is unacceptable, and that the only responsible way to do business is sustainably. From environmental sourcing; health and wellbeing; and reducing waste, we're committed to doing whatever we can to improve our business.



Alex Fisher
Managing Director

Reducing our impact on the world around us continues to be a key consideration within the foodservice industry, and is an on-going area of importance to our customers. That's why sustainability remains at the heart of everything we do.

We are extremely proud of our legacy in driving the sustainability agenda which now extends over a period of 17 years, and we continue to work hard to make our sustainable activities more relevant to our customers.

Following the success of our waste oil recycling scheme, and in line with

increasing pressure on businesses to reduce landfill waste, we have been exploring how we could improve our existing solution to include other waste streams. And this year we are extremely pleased to launch our '3663 Zero' scheme, using a similarly innovative approach to bring some of that waste back into our supply chain.

We strongly believe that by working together, we will achieve our objective of being "greener by the mile", which is why we are so proud to support this evening's event which celebrates excellence in the industry.

Partners



At Fever-Tree it's all about taste. Which is why we have gone to the ends of the earth to source the highest quality ingredients for our range of premium natural mixers. It's a determination that is unmatched by any other mixer maker and one that translates onto the tongue. Our award winning products taste clean, subtle and balanced with authentic flavours and champagne-style carbonation, so just as good as the spirits you're pairing them with.

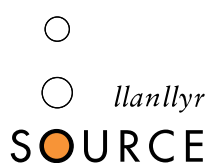


FAIR. is the first Fairtrade spirits brand in the world and our Quinoa Vodka is not only the first Quinoa-based vodka but also the first Fairtrade certified Vodka in the world. Quinoa Vodka was also nominated Best Tasting Vodka 2009 at The New York Spirits Award and won the Gold Medal at the Chicago Beverage Institute in 2009. All our spirits are produced from Fair Trade certified ingredients and comply with organic farming methods before benefiting from the know-how of the most acclaimed distillers in France. Our goal is to build long-term relationships with our partnered co-operatives along with their communities in order to ensure their sustainable development.



Sipsmith is a small, independent distillery crafting truly artisanal spirits of uncompromising quality. Launched in Hammersmith in June 2009, it is the first copper distillery to open in London for almost two hundred years, and is bringing the art and craft of distillation back to the capital.

Although less than two years old, Sipsmith has won eight prestigious international gold and silver medals. The spirits are distilled by hand on a unique 300L copper-pot still, affectionately called Prudence – just a few hundred bottles a time. This delivers stunning products that are smooth, full of character and have true intensity of flavour.



Our water is drawn from certified organic land, we have an environmental purchasing policy and we have reduced our carbon footprint by 42 per cent over the last few years. We are accredited with the Green Dragon environmental standard and all our water sources are sustainable. On top of these achievements, 91 per cent of all our onsite wastage is recycled.

Llanllŷr Water supports the Footprint Awards as a way to recognise the many innovative ways in which businesses and individuals are making a difference to sustainability in the foodservice industry.



Launched twelve years ago, innocent is now the number one smoothie brand in the UK. We sell over two million pure fruit smoothies each week in 11,000 outlets - everywhere from Sainsbury to Starbucks to your local deli.

The innocent range has expanded to include: smoothies in little bottles and big one litre cartons, smoothies for children, thickies made from a blend of yoghurt and fruit, orange and apple juice and Veg pots, a range of quick and tasty meals. As a business we want to make it easy for people to do themselves some good. And we want to leave the planet a little bit better than we found it. This is reflected in everything that we do. From our use of green electricity at Fruit Towers, to sourcing fruit from places that go the extra mile in terms of looking after the people that work on the farms, and the environment. As of 2006 we are proud to say that all our bananas come from Rainforest Alliance accredited farms. We also donate 10% of our profits to the innocent foundation, which funds Non Government Organisations in the countries and areas where we source our fruits.

Footprint Awards

- So much more than just another Awards



“Due to the economic climate, as a recent Graduate, I was struggling to find a job in the environmental sector, when an old tutor got in touch to say he had heard of some work experience

available through the Footprint Awards Graduate Placement Scheme at Nestlé’s York site. I jumped at the chance of gaining experience.

Following a placement process, I was awarded the position and placed at the York site for just over six weeks. During this time I was mainly working on environmental projects, using my knowledge from my BSc and MSc in environmental science. When the time came to an end, I was offered the opportunity to obtain further experience at the Buxton Spring Water Factory. Here environmental work was intermixed with health and safety as a SHE Officer (Safety, Health and Environment Officer). I had never had any experience of Health and Safety before, but I loved it. The time at Buxton was only meant to last a couple of months but I ended up staying for around five months,

learning so much from everyone I worked with. Everyone was so kind and welcoming; I felt I fitted straight in. It was here that I discovered my love for this role and so, when sadly, when the opportunities Nestlé had offered me came to an end, I began looking for Health, Safety and Environmental roles instead of straight environmental. This led me to a vacancy at my current work place, after going through the application process, it was clear that the experience I had gained whilst with Nestlé had really given me a sound understanding of what I wanted to do and also the experience to give me advantage in a competitive market. I would like to take the time to say thank you to Footprint Media Group and to Nestlé for giving me such a great opportunity and helping me to start my career.”



Huhtamaki UK demonstrates a prime example of how Footprint Awards is so much more than just another industry awards.

Huhtamaki UK are delighted to have won the Foodservice Packaging Association

Marketing Award for the second year in a row. This year the company was recognised for its innovative Celebration Tree campaign – an educational project designed to commemorate the royal and sporting celebrations of 2012, as well as positively communicate the benefits of foodservice packaging and disposable products to the next generation.

Working with Footprint to assemble a group of “Eco-Warriors” from Park Primary School in the Olympic borough of Stratford and Julia Roebuck, an Education Officer for Waste Watch UK, Huhtamaki created a “Celebration Tree” made entirely from its environmentally friendly Bioware range of hot cups. The tree was then used to promote the Sustainable Use of Natural Resources category at the Footprint Awards 2012, which Huhtamaki UK was sponsoring and took pride of place at the Footprint Awards Dinner. The tree is now on show in the reception of Park Primary School to remind the children involved of the exciting sustainable project they took part in.

The FPA Marketing Award recognises the best-planned, implemented and effective marketing campaign amongst FPA

members. Judges were impressed by the creativity and originality of the Huhtamaki Celebration Tree, as well as the fact that the concept positively promoted sustainable foodservice packaging.

Judge and Chairman of Splash Worldwide Graham Hinton enthused about Huhtamaki’s submission:

“I absolutely loved this! A brilliant and creative solution implemented rigorously, in a focused and simple execution. It clearly captured the imagination of the “Eco-Warriors” and positioned the company as environmentally conscious by taking the community with them rather than by lecturing them. An inspiring idea that I am sure inspired those that became involved. Well done!”

Speaking at the Awards, John Young, UK Foodservice Sales & Marketing Director, Huhtamaki UK Ltd commented: “I am delighted that Huhtamaki UK’s marketing campaigns have been recognised as outstanding in the sector for two years running. The Celebration Tree was a great project for us to get involved with and promoting the sustainability of our products is really important to us as a company.”

Footprint Awards - A Sustainability Story

The Venue



We are back at RIBA. We missed the indescribable magic of the Florence Hall too much last year and were resoundingly unanimous to return to our roots for this year's Footprint Awards. We are delighted that other, albeit more general green awards schemes, are following us here. The Guardian Green Business Awards were hosted here last week also.

There have been a few new sustainability initiatives at RIBA. Head Chef Leon exclusively uses his own herbs from the herb garden. Fresh mint, some of which you have tasted here tonight, basil for the basil sorbet and even his own pistachio goes into his pralines. This is just a small example of food driven activities.

The Royal Institute of British Architects, as an organisation, is very much at the heart of carbon reduction in this country, which make it such an appropriate venue in which to celebrate Footprint Awards. The RIBA, in April 2013, was awarded Carbon Smart Silver Certification for taking comprehensive, effective action to reduce its carbon footprint, integrate carbon and energy management and communicate this positive work to its staff and stakeholders. Given that Footprint Awards is a national initiative, we don't wish to single out the capital, but London has one of the lowest carbon impacts of any UK city. RIBA's members are at the very heart of this. In London just below 50 tonnes of carbon are emitted per square meter. RIBA's Carbon Footprint was calculated at 745.3 tonnes of CO₂ in 2012. CO₂ emissions per employee have been reduced from 6.70 tonnes CO₂ per employee in 2010 to 6.26 tonnes of CO₂ in 2012. Vast arrays of further initiatives to improve this are in play and we are hoping to

report even better stats next year. True to our mantra RIBA is an events organiser's paradise; most requirements are on site. RIBA reduces our own impact, not having to ship in tonnes of staging and lighting.

The Theme

Why Coast: Land & Sea? We wanted to celebrate something that unites us all. Whilst conveying a serious message our aim was to push the boundaries of perception. Our objective is to cast the mind beyond coastal clichés and to display the bounty and yield that both the land and sea has to offer and the opportunity these present to us as an industry. This we wanted to be enveloped in a bit of fun and something for the senses. We hope we have succeeded.

Our Backdrop



In years past we have used industrial waste and recycled staging. This year we wanted to use nothing but an image. Let this speak for itself because it's a metaphor for what this evening is all about.

The Gallery



We hope you enjoyed the small exhibition in the gallery. We have highlighted some perhaps less known facts and innovation that we in the food industry should be looking out for and supporting.

Table Decorations



We do pride ourselves in our table decoration innovation. In 2011 we had a herbal arrangement which guests took home thus avoiding any waste. Last year we had vegetable and edible flower arrangements (we hope you all enjoyed your cabbages long after the awards!) and this year we have rock-pools from which you will be able to pick your amuse bouche and your starter. The linen has kindly been provided by Johnsons Stalbridge Linen. Its linen sites are able to recycle 50-80 per cent of their waste water so you know it will be cleaned in a highly sustainable manner once you have spilt your Marie Rose sauce on it.

The Menu



We were very clear this year that we wanted to once again work with David Cavalier whose creativity and grasp of what Footprint Awards embodies always astounds us. This year, in terms of a story, beauty, texture and

taste he has simply surpassed himself. M&J Seafood has supplied most of the fish here tonight. M&J's new Skippers Catch initiative fits perfectly with our theme. Skippers Catch is a real time tool that allows you to receive updates of what skippers of small day boats around the British shorelines are landing, allowing you to maximise the freshness and sustainability of your order; from day-boat straight to your kitchen door. Do think of Paul, Dave and Terry on their boats in the morning having enjoyed yesterday's catch! Each element of your dishes tonight tells a sustainability story. We hope you notice that each dish contains an element from the sea and an element from coastal land. We have been particularly careful to source all greens and elements of meat no further than 2 miles from the sea. Every element of all dishes is edible.

Dinner and the Infamous Not-So-Innocent-Smoothie



This year we have teamed up with Sipsmith and Fever Tree to serve traditional British pre-dinner drinks – Gin & Tonics and Mules. Sipsmith spirits are distilled 5.21 miles down the road in Hammersmith, at a small

independent distillery run by three mad chaps whose aim it is to craft truly artisanal spirits of uncompromising quality. That they certainly do. Tweet about it if you can later @sipsmithsam. Sipsmith spirits are accompanied by Fever Tree tonic water and ginger beer. Fever Tree is all about quality of ingredients and lack of preservatives and sweeteners. Tim Warrillow, the mastermind behind the product, who is here tonight, personally sources the Quinine from Congon Fever Trees, ginger from Ivory Coast, Nigeria or Cochin, Thyme and Rosemary from Provence and Lemon from Sicily. An added bonus is that Fever Tree's HQ is also 3 miles as the crow flies on the Kings Road in Chelsea.

The water has been kindly supplied by our dear friend Patrick Gee from Llanllyr Source Water. We love it because it comes from sources beneath certified organic fields in West Wales and think it tastes wonderful. It also comes from less than 10 miles from the sea. In true Footprint Awards tradition we have partnered with Innocent and Fair Vodka to serve the Not-So-Innocent-Smoothie after dinner.

Awards Judging

In 2010 we invested in developing the software that reformed the awards judging process. To courier reams of paper and judges around the UK, we considered to be unsustainable and unnecessary. All entries are submitted and judged online. The system is standing the test and sets a great example of how technology aids sustainability. We are delighted that so many of the judges could join us tonight.

The Awards

It gives us great pleasure to see the Footprint Awards plates up and down the country, displayed with such great pride and such prominence in receptions and boardrooms. For this reason we have invested in trophies made from 100% recycled material. We are

confident that these will be placed with even greater pride. Particularly in view of the ever-increasing popularity and competitiveness of the scheme, it's increasingly difficult to obtain one.

Your Host



We are delighted that Mark Durden-Smith joined the team this year. Mark is the perfect host for Footprint Awards because not only does he know so many of you from hosting Toque D'Or every year, but he is also tremendous fun. He also harbours secret foodservice and hospitality ambitions.....do ask him about the chicken's!!!

Goody Bags



Don't forget your Notbox stuffed with lots of goodies on the way out. Following the popularity of the Footprint Fashion Range last year (and their random appearance at parties on Facebook), we have teamed up again with Innocent and BaxterStorey to ensure that the Footprint Fashion Summer Collection is nothing below last year's standards.

A Word from David Cavalier



I was delighted and proud to be asked to produce the canapés and dinner for this year's Footprint Awards.

My brief for the menu was simple, make it delicious, and make it reflect the importance of sustainability to this audience. So I have approached it with sustainability front of mind, both in relation to the dishes chosen, and in terms of the bigger picture too.

CH&Co's sustainability strategy has been in place since 2007, but our commitment to a sustainable approach to food greatly predates this. My chefs feed over 65,000 people a day and we strive to source and prepare the ingredients as responsibly as possible. Most of our clients feel the same way and our demonstrable commitment to sustainability makes good business sense on many levels.

Like most chefs, I came to this business through a love of food. I believe that anyone who appreciates good food must also respect its ingredients and want knowledge about how they were grown, caught, raised or gathered. With knowledge

comes responsibility, and it is up to us to make good, informed decisions about the ingredients we choose, taking into account the environmental impact of their production.

Sustainability is a buzzword that many caterers pay lip service to. Tonight's menu demonstrates our commitment in this area, and also gives me an opportunity to educate and preach – just a little. I have focused on fish for this menu, as, when chosen carefully, fish is a very sustainable foodsource, as well as being delicious, healthy and versatile.

CH&Co was the first caterer to ban cod from menus when stocks dwindled and we've maintained this commitment towards fish sustainability. All fish used for this evening's menu is therefore from sustainable sources and appears on the Marine Stewardship Council approved list.

Tonight's halibut is farmed to the highest environmental and welfare standards. The oysters and mussels in our amuse bouche are also farmed using the most environmentally friendly harvesting methods.

The Spider crab in our canapés is a local coastal catch, not widely used on UK menus, so usually gets sent to mainland Europe; clocking up food miles as it goes.

The pork with air dried ham is produced by Richard Woodall, whose pigs graze freely on the Cumbrian foreshore and are raised with extraordinary standards of welfare, reflected in the deliciousness of the meat.

The fish I'm marinating for the starter can't be named because, until it came off a Westcountry dayboat at dawn today; I didn't know which species of approved fish would be available. I hope you enjoy the surprise.

And finally, my 'seaside' dessert was created with nostalgia for childhood treats. The centerpiece is an oystershell with homemade ice cream and local, sustainable new season rhubarb adding delicious piquancy.

Bon appetite and remember, a clean plate is a sustainable plate!

Responsible Product

In a world full of regulation, accreditation and complication we hear a constant cry for simplicity. The plethora of marques, stamps and badges, each with their own element of (often misunderstood) point of difference, serves only to confuse both consumers and buyers alike.

Some of these are process driven, whilst others signify welfare or environment but most fall within the realms of sustainability. Some require whole departments to process vast quantities of data, whilst others require the expressed intention to turn off a few lights!

Each, of course, has its own place and its own agenda, but criteria so often overlaps leaving the user with either a confusing choice of which to run with or to conclude that the need to cover as many bases as possible requires affiliation to many.

So what is the answer?

A single, simple marque that will tell the customer that responsible consideration and execution has gone into all stages of a product's lifecycle.

The Responsible Product marque is just that; 'at a glance' information for the considerate buyer or consumer that the product in question has received the subjective and objective assessment of a pool of independent experts and has fulfilled the criteria that it is, well....a responsible product.



Coming soon to packaging near you...

www.responsibleproduct.co.uk

A blossoming relationship

There are some expansive global commitments within the NESCAFÉ Plan, which will create leaner, greener factories. However, it's the work on farms that will help coffee producers improve yields and NESCAFÉ secure its supply for generations to come.

THE GROWTH of any agri-business is based on the supply of materials – and companies need more of them. But, land is at a premium (and often under-productive), commodity prices are rising (and volatile), the climate is changing (and unpredictable), pressure on resources is accelerating (and intensifying) and the global population is rising (and quickly). It's hardly surprising that this has led food manufacturers, retailers and traders to the farmgate.

NESTLÉ has long-realised the importance of its suppliers, right down to the farm level. However, with all these pressures – creating what some are calling the “perfect storm” – the relationship between manufacturer and producer has never been more important. For businesses that rely on one crop in certain parts of the world, the need to understand, optimise and secure material supply intensifies even further.

“For our coffee brands we're reliant on one crop, grown in parts of the world where farmers can be under intense environmental and economic pressure,” explains Paula Moon, sustainability manager at NESTLÉ PROFESSIONAL – the food group's catering arm.

“But without those farmers there wouldn't be NESCAFÉ. Ensuring the continuity of high quality, responsibly sourced coffee is at the heart of our business approach which is part of our broader Creating Shared Value strategy.”

NESTLÉ has been working with coffee suppliers since 1962 to encourage sustainable farming, while helping to improve the living standards of coffee-

farming communities. As Moon explains: “If farmers see that there is a good, reliable living to be made in producing coffee, then they will stay on the land and not be tempted into the cities to work. It's all about

providing the right conditions for farmers and a secure supply of quality coffee for us,” she adds.

In 2010, the global NESCAFÉ Plan was launched, under which around £213m will be invested in

various coffee projects around

the world. The brand has also committed to provide 220 million coffee plantlets to growers by the turn of the decade. However, these aren't any old trees, as Moon discovered when she visited Mexico recently.

“It's vital for our business and the farmers that they plant trees that are going to yield the quality of beans we need,” she explains. “For instance, it's no good if half the beans are too small because those beans will just get burnt during processing. Better crops also mean better returns for the farmers.”

The productivity of coffee farms varies for a number of reasons: ageing trees; lack of good agricultural practice; poor upkeep of the farms; inefficient varieties that are also susceptible to pests and diseases; and, inevitably, the impact of climate change. That's why in Mexico a big project is underway. It is unique, in that NESCAFÉ is the only coffee brand researching tree varieties in this depth, distributing plantlets and rolling out farmer training with qualified agronomists.

The research involves 14 different varieties of coffee plants. They were planted about

three years ago and researchers have been monitoring their growth and performance. There's another few years to go until the best-performers can be identified, but more detailed work is being carried out on half a dozen of the most promising varieties.

Moon says that there is nothing “nasty or scary” about the varietal research – genetic modification being a hot topic currently – with the initial research in France having identified which plants are naturally resistant to local pests and diseases and most likely to perform well in the field.

But of course, there is more to producing a top quality bean – farmers also have a critical role to play in terms of crop husbandry. Many of the farmers have learned their trade from their fathers and do not have experience growing some of the new varieties under the environmental challenges of today.

NESCAFÉ therefore committed in its plan to train 10,000 farmers a year. But such was the desire and passion among growers to learn new skills and techniques that there has been an explosion of training and knowledge sharing. Moon explains how the initiative is snowballing.

“We, together with the Rainforest Alliance have been training lead trainers, who have then been ‘training trainers’, who have then been training farmers. In 2010, we'd trained 8,000 farmers, in 2011 it was 12,000 but last year it was 48,000. Combine the training with better varieties and you create a more sustainable industry and a more secure supply chain.”

It's also economically secure. The coffee trees are provided free of charge to growers in Mexico, as is the training. There is no obligation to supply NESTLÉ. Is that a risk? “It is a risk, but having said that, the relationship between a supplier and a buyer is important – there needs to be transparency. Plus, if we weren't paying a fair price then they wouldn't sell their crop to us.”





It's about
time you
met Tom...

(he probably caught your
dinner this evening)

Like many of the local fishermen Skipper's Catch work with, Tom Russell has a passion for the sea. His boat, the Jessica Lynn, leaves Poole harbour at five most mornings and sails anything from a mile to 15 miles off-shore, south east of Swansea and just south of the isle of Purbeck. He lands Dover Sole from February to the end of June and Grey Mullet, Mackerel, Bream and Turbot the rest of the year.

It's this sort of provenance that makes fish and seafood from Skipper's Catch so special. By dealing directly with local British skippers, they can supply products that are exceptionally fresh and delivered right to your kitchen door.

To find more about the skippers we work with, the fish they land and how you can bring it to your menu, call M&J Seafood. To sign up for regular emails about what they've caught, register at:

www.skipperscatch.com

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