

GIMMICK OR GENIUS?

McDonald's recruits consumers to check supply chain

TIME TO COME CLEAN

Are you displaying your hygiene ratings?

APPETITE FOR CHANGE

New tech to help chefs reduce food waste

DIET DILEMMA

Can red meat be part of a green menu?

FOOTPRINT



SUSTAINABLE RESPONSIBLE BUSINESS

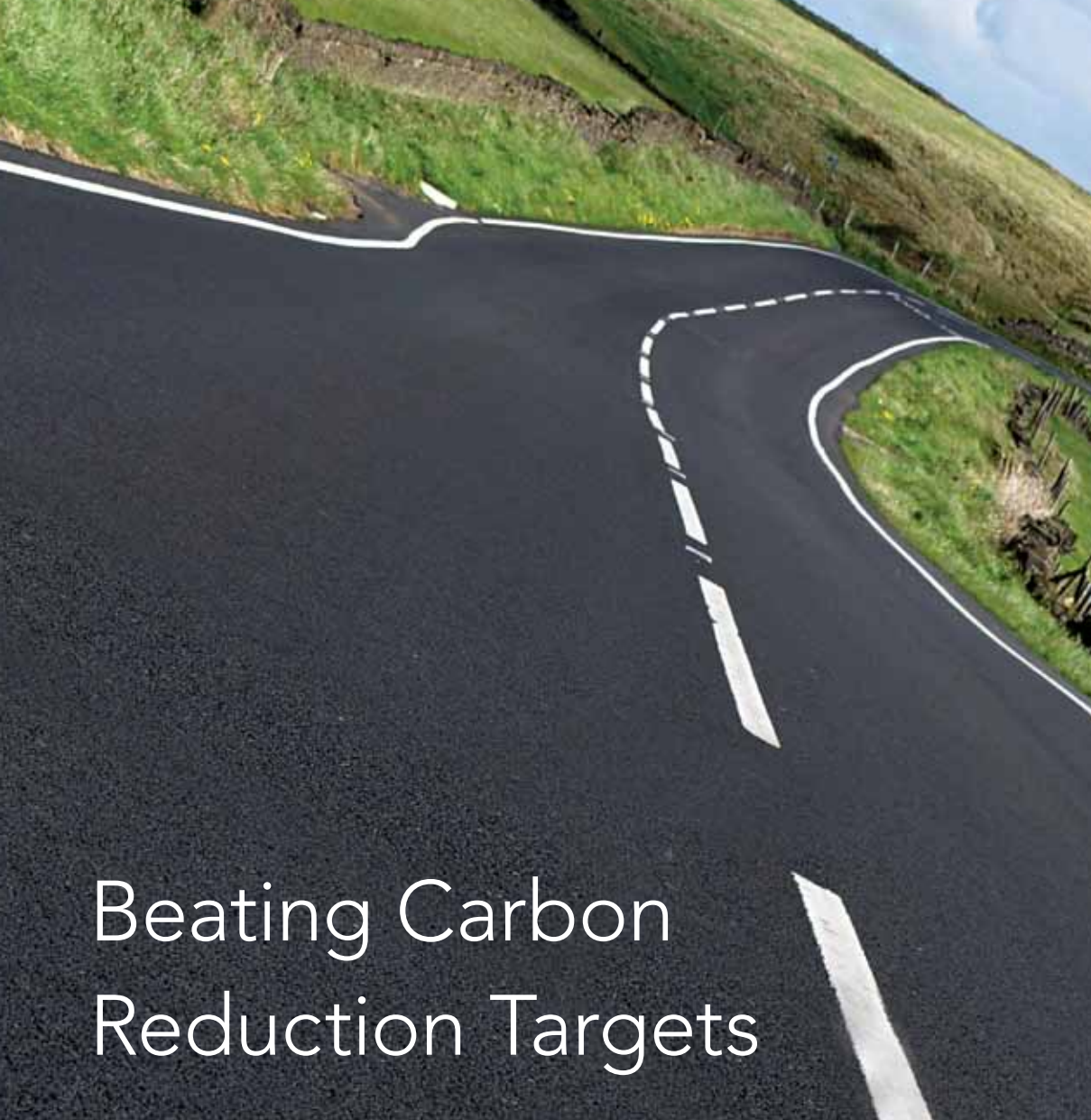
www.foodservicefootprint.com

JUNE 2013 £4.50

Footprint Awards 2013

Find out who the winners were at this year's event





Beating Carbon Reduction Targets

We targeted a 25% reduction in carbon emissions by the end of 2013.

By the end of 2012, we had already reduced emissions by 31%

And we're committed to a further programme of initiatives for improvements in:

- Carbon reduction
- Waste to landfill reduction
- Reduced water consumption
- Pollution prevention

Customer Service **0845 606 9090**
www.brake.co.uk

brakesgroup
Protecting tomorrow today

CONTENTS

News

- 4 Analysis: McDonald's is asking consumers to assess its supply chain. Is it just a gimmick or the start of a transparency revolution?
- 7 Green Scene: The new mobile phone app that could help cut food waste
- 8 Waste Watch: Tesco identifies waste as one of its "big three" sustainability goals

Comment

- 8 Political Print: Listen, learn and act if you want to be a truly consumer-led business

Features

- 11 The winners at this year's Footprint Awards are...
- 14 Health & Vitality: New laws in Wales will mean food companies have to display their hygiene rating
- 16 Profit & Cost Sector: Sustainable diets still causing confusion and controversy
- 19 Supply Chain: Fish labelling is all at sea, but EU vote offers hope
- 20 Energy & Equipment: Why biofuels have become the bad guys of renewable fuel
- 22 The Next Green Thing: Mobile phones

CONTACTS

Editor-in-chief:

David Burrows - david@foodservicefootprint.com

Chief subeditor:

James Eagle

Contributors: Jackie Mitchell, Wan Mak, Anya Hart Dyke

News: david@foodservicefootprint.com

Art direction:

Trevor Marshall - trevor@foodservicefootprint.com

Online & Social Media:

Niki Goddard - niki@footprintmediagroup.com

Financial controller:

Eve Mahler - eve@footprintmedia.org

CEO:

Nick Fenwicke-Clennell - nick@footprintmediagroup.com

Managing director:

Charles Miers - charlie@footprintmediagroup.com

Advertising: advertising@foodservicefootprint.com

Accounts: accounts@foodservicefootprint.com

COMMENT

Follow that car to steer customers in the right direction

David Burrows
Editor-in-chief



A FAMILY MEMBER has just bought a (nearly) new car. Said member – let's call him "Tim" – didn't have much interest in brands or motoring; he simply wanted something that was frugal, safe and big enough for the family. That is, until he started shopping.

His thoughts soon turned to the touring models crafted by Audi and Volvo. Wonderful to drive, perhaps, and safe as houses – but you'd need to extend your mortgage to buy one. And then there are the running costs. As the costs began to rack up, so his domestic lobbying began to fall on deaf ears.

He ended up with a Ford Mondeo. He'll have to invest in a blazer to hang up in the back, but that (and the family jokes) are a small price to pay when he tots up his savings on fuel and vehicle excise duty each year (well over £500).

Tim could have afforded the more stylish options, but he had his head turned as much by the performance figures as the initial costs. Dealers have to display economy and emissions labels on cars; not only has this driven customers like Tim to look at

the most economical – and environmentally friendly – options, but it's also ensured car manufacturers produce greener models that will gradually nudge customers towards more sustainable options.

Sitting at a BPEX event recently, where low-impact diets were on the agenda (see page 16), I considered whether there were any similar drivers at play in the food sector. Alas, there are not. In fact, the UK is importing vast amounts of high-carbon products, including food. There may be a benefit, said the Committee on Climate Change recently, in labelling the carbon footprint of carbon-intensive products to encourage uptake of low-carbon alternatives.

Of course, the carbon footprint of, say, cheese is a lot harder to calculate than that of a car, but that's no excuse. Car companies are helping nudge customers towards more sustainable choices, both with their products and their marketing. Our sector (perhaps through regulation) should be encouraged to do the same. After all, food consumption is just as significant as transport when it comes to creating greenhouse gases.

Footprint Publishing Ltd, a subsidiary of Footprint Media Group, cannot accept responsibility for unsolicited submissions, manuscripts and photographs. No part of this publication may be reproduced without the written permission of the publishers. Whilst every care is taken, prices and details are subject to change and Footprint Publishing Ltd takes no responsibility for omissions and errors. We reserve the right to publish and edit any letters. All rights reserved.

It is presumed that it costs over £2billion to clean London's office buildings per annum.

How much does it cost to clean the catering sites within these buildings?

But most importantly what chemicals are being used and what's the environmental impact?

Delphis Eco is the obvious choice.



www.delphiseco.com

A peek behind the Golden Arches

McDonald's has decided to open its supply chain up to the public but is it a genuine attempt to be more transparent or a marketing stunt?

David Burrows reports.

AT A RECENT food safety conference in York, Sainsbury's head of quality and supplier performance, Alec Kyriakides, referred to the horse meat scandal as "effing horrendous", before adding: "And we didn't even have any horse in our products". The discovery of equine DNA in a range of beef products has rocked the food industry, but there are already signs that those with close control over the supply chains – and what's in them – could stand to benefit.



Take McDonald's, which has hinted that it can steal a march on its crisis-hit rivals, Burger King, where horse DNA was found in four product samples. Commenting on sales figures in April, its UK chief executive, Jill McDonald, said investment in its supply chain had "paid off" as she explained: "I wish that the horse meat scandal hadn't happened. It's not good for the industry or for customers. On the other hand, I don't want to capitalise on misfortune but equally we have made investments in the supply chain for a very good reason."

Enlisting customers to interrogate complex, multi-tiered supply chains is more gimmick than great idea

But that wasn't the end of it. Last month McDonald's announced a new initiative to reinforce the confidence it has in its procurement systems. The fast-food chain is looking for a dozen willing customers to become "quality scouts" who will go behind the scenes and report back on how some of its products are sourced and made. McDonald's says the project is in response to "increased interest" from consumers in where the food they buy comes from. A Populus poll of 2,000 consumers in March and April this year found 81% of people said it was important that ingredients were traceable to the farm they came from.

Early indications suggest that consumers do indeed want to know more. McDonald's head of communications, Cheryl Chung, told Footprint that hundreds of people have applied already, including customers, food industry experts and food critics. "We really hope to be challenged" by the new quality scouts, she says. "We want people to interrogate" our systems.

Some question whether enlisting customers to interrogate complex, multi-tiered supply chains is more gimmick than great idea. Amelia Boothman, the director of strategy at brand agency 1HQ, says the quality scouts are "the modern version" of the consumer watchdog Which?, but

without the expertise. "Perhaps this might be best left to professionals [such as Which? experts] who know what they are looking at. If you can't assess the reliability of the supply chain without expertise, that makes it a gimmick in my eyes," she explains.

Deborah Cawood, the head of food chain at the National Farmers Union, has similar reservations. "Transparency to the consumer is vital, but it is important that the supply chain is checked by independent experts who have a detailed understanding of the issues."

Though others relay similar scepticism, there is a general feeling that this is a step in the right direction. As Steve Bullock, the head of research at environmental data experts Trucost, puts it: "Consumers need to be part of this dialogue [on transparent food systems] and they need to be better-informed. But there also needs to be more foresight from companies – [change] is very much retrospective at the moment."

While McDonald's is "very confident" that it can withstand 12 sets of prying eyes and the interactive reports that will follow, others may not be. "There are so many businesses that don't understand their supply chains and don't have a Scooby-Doo where their materials come from," claims Mark Driscoll, head of food at Forum for the Future. "Food companies are overly secretive when it comes to their supply chains, which makes any claim in relation to social responsibility difficult to justify."

The natural fear for brands is that their intellectual property might be infringed by being so transparent. However, the potential goodwill that can be generated among customers, alongside the risk of negative press if a secret is uncovered, should outweigh that fear, says Dan Einzig at the specialist food and drink design agency Mystery. "Brands need to embrace the reality of how transparent their world now is – rather than hide," he says. "They have an opportunity to be honest and ask for their customers' help in the way that McDonald's is doing with its quality scouts initiative."

There are many – including its detractors

– who feel McDonald's deserves credit for being the first to put its neck on the line. Chung says it won't be the last either. "I don't think it would be any surprise" if other companies started similar initiatives, she says. "This industry has been shocked by the horse meat scandal, and quite rightly."

The real test will be whether any renewed enthusiasm to open up to consumers stands the test of time. Prince Charles recently criticised the food system for its "aggressive search for cheaper food" that had "damaging costs to the environment and human health". But won't a more transparent and, in turn, more sustainable food system be expensive?

McDonald's has been able to change without charging its customers any more for its products. Other companies caught up in the horse meat scandal have been talking about local sourcing, more checks on food safety and product integrity, and transparency in their chains, but they have also highlighted that customers need not pay more.

Delivering change in supply and supply chains without implications for price will be a challenge

"While this sentiment is welcome, delivering change in supply and supply chains without implications for price will be a challenge," says Justin Sherrard, the global strategist for renewable resources at Rabobank. However, the price of doing nothing or cutting corners, in a world where every consumer is a critic thanks to social media, could be even more effing horrendous than horsegate.

Go to foodservicefootprint.com for a Q&A with Mark Robertson, head of communications at the Supplier Ethical Data Exchange, as well as more comment from Rabobank's Justin Sherrard.



Reynolds really is... more than just a greengrocer

Long-term
relationships with
growers and full
traceability of
produce



Bespoke delivery
solutions and next
day delivery right
across the UK



A diverse range of
fresh vegetables,
salads, fruit, dairy
and cheese



An industry
leading menu
development team
with a passion for
fresh produce

Unique hand-
selected picking,
offering unrivalled
quality and order
accuracy



A genuine
commitment
to reducing our
impact on the
environment



Contact us now to find out more

Customer Services **0845 310 6200**

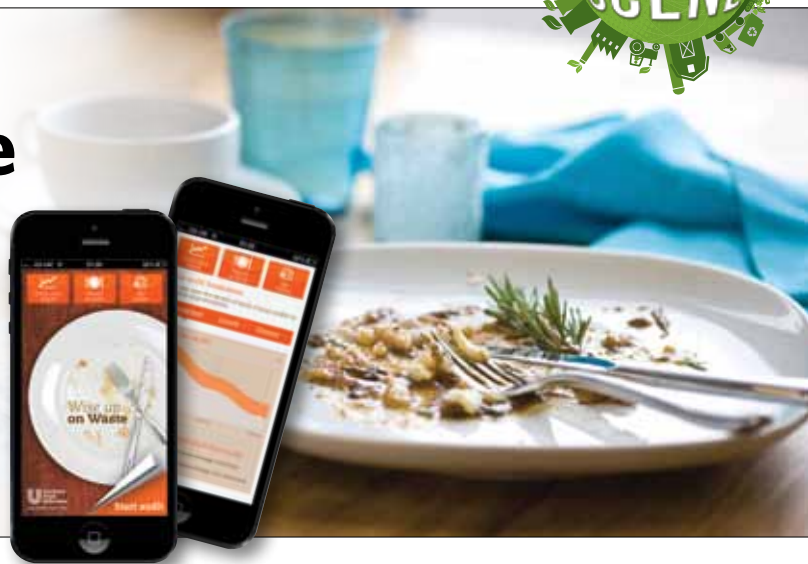
www.reynolds-cs.com



Chefs must go to war on waste

Caterers don't appear to have the app-etite to cut waste, but new technology could help.

Jackie Mitchell reports from the United Against Waste event.



RESTAURANT OWNERS see food waste as an “inevitable part of the industry” and as a result are not working hard enough to reduce the amount they create. This is costing the sector millions in landfill fees.

That was the damning picture painted by Mark Linehan, the managing director of the Sustainable Restaurant Association (SRA), at this month's United Against Waste event. Figures from Unilever Food Solutions (UFS), which put on the industry-wide conference, also suggested that restaurant owners, caterers and many other foodservice businesses do not yet see waste as a priority.

UFS's channel marketing manager, Peter Dahl, said 800 operators had downloaded the company's free “waste toolkit”, launched last year, which left “150,000 operators out there who hadn't”. Dahl is hoping that the new Wise up on Waste app, which has been added to the toolkit, will inspire more chefs to tackle food waste. “As nine out of 10 chefs use a smartphone, the app was a natural progression,” he said.

The free-to-download app enables chefs to audit food waste over a three-day period, whether it's from spoilage, preparation work or customer plate wastage, and by time of day (breakfast, lunch or dinner) or per cover.

“This can then be repeated the next week to see if there has been an improvement,” Dahl explained. Chefs can choose a reduction target, but UFS is challenging chefs to aim for a reduction of at least 5% – in line with targets in the voluntary Hospitality and Foodservice Agreement.

The savings attainable through such a reduction are also displayed – a factor that more chefs need to consider.

“Restaurants are literally throwing money away,” said Linehan. “They throw away 600,000 tonnes of food every year and two-thirds is avoidable.” This is 0.48kg per diner, or “up to five times as much as per person in the home”, he added.

According to the SRA's research, consumers think food waste and nutrition are the top priorities (53%), but when they interviewed restaurants about their most important sustainability issues, food waste didn't even make the top three. “There's a mismatch between them,” said Linehan. “We found that 25% of consumers want to hear about what restaurants are doing about food waste, so restaurants need to inform them.”

Pret A Manger, which redistributes sandwiches to the homeless, and Wahaca, which offers doggy boxes to customers so they can take their leftovers home, are

examples of what can be achieved: Wahaca has reduced plate waste by 20%. These companies were the exception rather than the rule.

“Among restaurateurs, there is a sense that food waste is an inevitable part of the industry,” Linehan said. “This is totally different to other industries that work as hard as they can to eliminate waste.”

It is hoped that Unilever's app will make the process less daunting for those who feel that the cost and time outweigh the benefits of making changes.

Inevitably costly. The SRA's Mark Linehan said that among restaurateurs there is “a sense that food waste is an inevitable part of the industry”.



Clever cooking. Tom Hunt, described as an eco-chef and food waste activist, who runs the Poco café in Bristol, told delegates about “clever cooking”. Potatoes aren't peeled



and “we cook with everything. We pull the leaves off cauliflowers and use them. Consumers do want to know about these issues – we have printouts in the restaurant telling them we aim to reduce food waste.”

NUMBER CRUNCHER
£722m – annual cost of food waste to foodservice firms
25% – number of people who leave food on their plates
150 – number of businesses now signed up to WRAP's voluntary agreement

Waste Watch

In association with **3663**

EVERY LITTLE helps – unless we're talking about food waste. Tesco has announced that cutting food waste will be one of its three "big" corporate responsibility goals (the other two relate to opportunities for young people and healthier living). Its new "Tesco and Society Report 2013" highlighted that 32% of UK food is wasted each year, 16% of it during production, storage and processing and 16% by consumers. Less than 1% is attributable to retailers directly, but Tesco wants to take more responsibility. It won't be easy: in 2009 the supermarket replaced "buy-one-get-one-free" promotions with "buy-one-get-one-free-later" in a bid to stop customers wasting perishable items bought "on deal". It didn't catch on.



THE GOVERNMENT needs to introduce strict targets on food waste for retailers, foodservice companies and farmers. That's according to MPs on the international development committee, who also propose "sanctions for failure to meet the targets". The UK currently relies on voluntary waste agreements with retailers (the Courtauld Commitment) and foodservice companies (the Hospitality and Foodservice Agreement). The latter is only 12 months old, with 150 signatories now signed up to the targets (see page 7). The MPs also suggested there is "considerable scope" for the government to launch a national consumer campaign to reduce domestic food waste. The report coincided with news that a total of 17,865,094 processed meals have been thrown out since the horse meat scandal first broke – about 0.2% of all the food waste thrown out annually.

YET MORE innovation in the events sector, with news that those heading to the Shambala festival this August will have to sort their waste, reuse cups and bring their own bottles. Sales of bottled water have been banned across the festival and music-lovers and music-makers alike will have to bring their own reusable water bottle. All plastic glasses in the bars will also be reusable, with a £1 levy to make sure they come back. Everything else will be compostable. The recycling exchange will again be in place: festival-goers will be handed two bags, one for recycling and one for general rubbish. The scheme cut campsite waste by 40% last year.

The Political Print



IF I HAD a pound for every time a food marketer has told me their new innovation is "consumer-led" I'd be a (rare) wealthy journalist. The concept of consumer-led new product development is largely an illusion. From ready meals to breakfast biscuits, the industry has a impressive track record of giving consumers what they want before they know they want it.

The idea of a consumer-led food strategy, however, is an interesting and topical one, following the publication of a new report by *Which?* The group found that consumers' concerns rise when they are given more information about the structural considerations facing the food system. For instance, the price of food was initially the dominant concern for most people surveyed. However, once the issues facing the food system were exposed they became increasingly concerned about how their food is produced – most notably the environmental impact of their food choices – and expressed surprise that they had not been made more aware of these issues.

Which? has called on the government to put the consumer at the heart of food policy development – which in the first

instance should mean better education on the issues facing our food supply. But the industry's responsibilities should not be understated.

The food sector has done much to highlight the ethical and environmental credentials of its products but the suspicion is that, while worthy, this is primarily a way of differentiating products in order to add greater value.

Pre-horsegate, the industry has been less impressive at explaining how it produces its food and with what impact.

So if you truly believe your's is a consumer-led business, then here's a challenge: be open with your customers about the issues facing our industry and then listen to them, respect their concerns and act on them – whatever the cost.



An Innocent Smoothie with... **Ian Goldsmith**



Brakes is publishing a revised sustainability strategy. Its chief operating officer explains the changes, including some that are a consequence of the horse meat scandal.

David Burrows (DB): Good morning Ian. You're about to launch a new sustainability strategy – what has prompted this?

Ian Goldsmith (IG): Our CSER [corporate social and environmental responsibility] strategy isn't "new", but it is receiving a renewed focus. We already operate to high standards, but we are showing our commitment by investing in infrastructure, as well as sourcing. Under each of our five CSER pillars – environment, responsible sourcing, health and nutrition, community and our people – we have ambitious targets and commitments.

DB: What have been the biggest achievements in the past year?

IG: I think the opening of the Reading depot would be up there. Reading is a step change in environmental and sustainable development, and this was recognised recently through the Footprint Sustainable Use of Natural Resources Award. On-site smart technologies have resulted in energy

savings of over 1,000 tonnes of carbon dioxide per year, whilst rainwater harvesting and highly efficient cooling towers save 4m litres of water per year. Some 90% of back-door waste is being reused, recycled or recovered.

DB: Are customers demanding more evidence of your progress in areas such as energy, sourcing and carbon in the tendering process?

IG: It's been important for many of our largest customers and a part of most public-sector tender documents for a while. However, in recent years we have seen CSER issues become more and more important.

DB: Transparency is a hot topic at the moment and there are new proposals in your CSER strategy on the back of the horse meat scandal. Can you explain a little more about these?

IG: Horse meat has obviously had a tremendous impact on the foodservice industry. Our aspiration continues to be to lead the industry in its testing regime. And we will be transparent about what we find. We have made, or are in the process of making, several changes to how we source products which will simplify and shorten the overall supply chain. We have published all our test results, as well as exactly what we are doing, and the progress we are making in these key areas is on our website.

DB: Brakes was, however, criticised by MSPs during the scandal for not being transparent enough. What have you learned from that?

IG: We worked closely with suppliers, media and our customers, as well as authorities such as the Food Standards Agency, to ensure we were transparent on all issues. We acted quickly to reassure and communicate to customers that the necessary precautions were being taken. Customer feedback on how the situation was handled, and the actions taken to prevent it happening in the future, have been very positive.

DB: Your policy on British sourcing is to "meet all our customers' needs who want to buy British", because customers make their own decisions and so "Brakes cannot commit to volume or distribution targets". But is there a role for companies like Brakes to encourage clients to source more British produce and take on other sustainability aspirations?

IG: We already have 70 fresh beef Red Tractor products in our range. What we've done recently is to confirm that our highest selling frozen beef minced and diced products will all move to British-sourced Red Tractor supply, which has increased the choice to operators. We must, of course, deliver the products our customers want, but wherever possible we are happy to help try and drive consumption of British products.

GIVE A FORK ABOUT YOUR PORK



To view June's film 'Give a Fork' visit
www.youtube.com/watch?v=MS3JAluMd9s

POWERFUL PURCHASING & FINANCIAL CONTROL

EPSYS.CO.UK
0800 230 0676

In a competitive and dynamic sector with a choice of e-procurement systems available, prospective clients may ask why they should choose epsys.

We believe the choice is clear:

MARKET LEADING

Designed specifically to cope with the complexities of the hospitality industry.

USER FRIENDLY

Intuitive online interface puts powerful procurement tools at your fingertips.

ADAPTABLE

Flexible to suit any business and adaptable enough to easily accommodate changes.

AFFORDABLE

No hardware investment and delivers huge cost-savings.

SUPPORTIVE

24 / 7 / 365 system support that our clients can rely on.

To arrange a free demonstration or discuss your requirements further please call: 0800 230 0676 or visit: www.epsys.co.uk



notbox
keeps coming back for more

www.thenotboxcompany.com



REDUCE

your carbon emissions by replacing single-use cardboard boxes with the new re-usable Notbox

PROUD SPONSORS OF
'ENVIRONMENTALLY
EFFICIENT LOGISTICS'
AT THE FOOTPRINT
AWARDS
2012



SAVE money ...

by using reusable Notboxes for ambient and chilled produce to deliver cost savings

CALL

us to learn more about the entire range of Notbox solutions

0845 689 3700

And the winners are...

Footprint has just celebrated its fifth birthday, so what better time to reflect on the progress made so far? **Anya Hart Dyke** reports from the 2013 Footprint Awards in London.

THE FOOTPRINT Awards returned to the Royal Institute of British Architects this year – a fitting backdrop given that RIBA was recently awarded Carbon Smart Silver Certification. But May 23rd was about the Footprint Awards, replete with more entries and more competition than ever. This was a chance to reflect on the commendable – and, in many cases, pioneering – work to advance the sector's sustainability agenda.

As Nick Fenwicke-Clennell, the Footprint Media Group CEO, remarked in his opening address: "Five years ago when we launched Footprint, it was a challenge to find companies with the confidence to talk about sustainability and to share their good work with others. Year on year since 2011, the number of companies competing in these awards has grown, as has the sophistication of their endeavours."

Across 13 categories, businesses large and small were recognised for their work. Charles Miers, the group's managing director, pointed out that sustainability isn't just the domain

of the large corporations. "We know from everyone who entered this year's awards that organisations large and small, from across all aspects of the food chain, are making great strides in reducing the impact of their processes or services on the environment and on society."

You don't have to be big to make a big impression, as Vegware will attest: the packaging company walked away with two awards on the night (Innovations in Packaging and Sustainable Supplier).

Waste management and sustainable sourcing were popular themes, not least because of the media interest in these topics. The horse meat scandal has forced companies to look afresh at their supply chains (see page 4), while pressure is also mounting on food companies to manage their waste more responsibly. The foodservice and hospitality voluntary agreement on waste was introduced 12 months ago to encourage businesses to reduce waste and recycle more, and progress by some has been swift. Sodexo picked up the Waste Management and Reduction Award in recognition of its 92% recycling rate at a hospital in Manchester.

Another growing concern is how to minimise energy consumption. The Sustainable Catering Equipment Manufacturer Award went to Foster Refrigerator for its new Eco Pro G2 fridge. Its project manager, Andrew Galeckyj, said the company's focus on the longevity of its equipment is the key to its success.

Talking of longevity, the Footprint Awards is a hugely important industry initiative and

one which is set to grow, helping more and more businesses share ideas and develop new partnerships. Many of those presenting or receiving awards on the night highlighted the valuable platform that Footprint has created for meeting the movers and shakers in the sector as well as other companies that understand what Footprint is trying to achieve when it comes to sustainability.

This goes beyond environmental effects. The growing importance of social impacts was reflected in the new Social Impact & Diversity Award, which saw Pret A Manger recognised for its efforts with the homeless. The Special Achievement Award also went to someone who has focused on social responsibility. Anne Pierce heads the Springboard Charity, which helps disadvantaged people to find sustainable employment in hospitality, leisure and tourism. Pierce was unable to attend the event because she was in France on a fundraising cycle ride to Paris – just the latest example of her 100% commitment to the social sustainability of the industry.

Continued on page 12...



"The numbers of companies competing in these awards has grown, as has the sophistication of their endeavours."
Nick Fenwicke-Clennell, Footprint Media Group CEO.



The theme for the evening was Coast: Land & Sea, with guests enjoying seafood (supplied by M&J Seafood) from "rockpools" at the centre of each table.



The judges

Charlotte Henderson
Cyrus Todiwala OBE DL
David Clarke
Keith Warren
Jiggy Lloyd
Lorna Hegenbarth
Paula Moon
Steve Loughton
Tom Beagent
Tony Goodger

The winners

Congratulations to everyone who took part in the Footprint Awards. Whether you are a winner, runner-up or an entrant, you are part of the pioneering work being done to improve the sustainability of the foodservice sector. As such, you deserve credit for your dedication and work towards marrying sustainable ambition with commercial reality. More detail on the winners is available online at www.foodservicefootprint.com.

Special Achievement Award

baxterstorey



Winner: Anne Pierce MBE, chief executive of the Springboard Charity

This hotly contested award recognises individual contribution to environmental, social or economic sustainability. In its work with ex-offenders, the Springboard Charity's mentoring programme significantly reduces the likelihood of reoffending.

Runner-up: Jimmy Doherty

Sustainable Use of Natural Resources Award

 HUHTAMAKI



Winner: Brakes

"The significant steps evident over the past few years in everything it does is a giant leap forward and needs to be rewarded."

Runner-up:

London Linen Group

Environmentally Efficient Logistics Award





Winner: Compass Group UK & Ireland

The Green & Simple initiative seeks to minimise the company's impact on the environment by reducing carbon emissions and improving the efficiency of its distribution network.

Runner-up: Creed Foodservice

Innovations in Packaging Award

 **Nestlé**
PROFESSIONAL
Creative Food & Beverage Solutions



Winner: Vegware

The compostable, freezable, sealable and brandable Gourmet hot box is an innovative solution to a problem that will only grow in the future.

Runner-up: Delphis Eco

Sustainable Sourcing Award

 **M&J seafood**
fresh fish specialist



Winner: Nestlé Professional

A hotly contested category and a challenge for an industry that has sourcing at the heart of all its operations. Nestlé Professional won for its Enabling Coffee Farmers initiative, which ensures effective sourcing that doesn't damage the environment.

Runner-up: ISS Education

Sustainable Supplier Award

brakes
fresh ideas

**Winner: Vegware**

This award is all about the innovators and those that really scrutinise the responsibility of their products. Vegware won for its innovative compostable packaging.

Runner-up: DB Foods

Sustainable Catering Equipment Manufacturer Award

CH&Co

**Winner: Foster Refrigerator**

The foodservice industry consumes a vast amount of energy and joined-up thinking is only just emerging. Equipment which helps save energy and other resources is vital. Foster Refrigerator won for its new Eco Pro G2 fridge.

Runner-up: Victor Manufacturing

Stakeholder Engagement Award

essential cuisine

**Winner: 3663**

Stakeholder engagement is hard to measure. However, 3663 has managed to raise awareness and promote more sustainable behaviour internally and externally through its dedicated working group, the sustainability executive.

Runner-up: Café Spice Namasté

Social Impact & Diversity Award

sodexo
QUALITY OF LIFE SERVICES

**Winner: Pret A Manger**

A new category. Pret a Manger was commended for helping provide a well-supported solution to help the homeless. The Pret Foundation Trust also donates around £800,000 a year to homelessness projects.

Runner-up: CH&Co

Energy Efficiency Award

3663

**Winner: Johnsons Stalbridge Linen Services**

Energy efficiency has been a big focus for the industry this year. Johnsons Stalbridge Linen Services was recognised for the upgrade to its factory with a more efficient boiler, a system to reuse heat from waste water and a washer that uses 50% less water than its predecessor.

Runner-up: Dawn Meats

Economic Sustainability Award

Johnsons STALBRIDGE
Linen Services

**Winner: 3663**

Entrants had to show where they had cut costs or gained a business advantage by introducing a strategy that supports sustainability. 3663 won by integrating sustainability for economic gain.

Runner-up: ISS Education

Waste Management & Reduction Award

Unilever Food Solutions

**Winner: Sodexo UK & Ireland**

Waste management is one of the hot topics for the sector and Sodexo is raising the bar. The company is diverting 98% of waste from landfill at the Central Manchester University NHS Foundation Trust.

Runner-up: Nestlé Professional

The Community Vote 2013

Reynold's
fresh ideas for foodservice

**Winner: Linklaters**

This award was chosen by constituents in the foodservice community who voted for their favourite pub or eatery. Linklaters' staff canteen won, having reduced carbon emissions resulting from electricity use by 8% and overall waste by 12%.

Runners-up:

Thatcher's Arms, Mount Bures

ODE - true food, Shaldon

The Spirit Pub Company,

Burton on Trent

The Bay Fish & Chips, Stonehaven

Businesses should come clean with their hygiene ratings

Calls for the display of inspection results to be a legal requirement have intensified on the back of a damning report by Which?

BY THE END of the year, food businesses in Wales will have to display their hygiene ratings in a “prominent position”, or face a fine. The change to the current system (in which display of ratings is voluntary) is part of the new Food Hygiene Rating (Wales) Act. Policy makers at the Welsh Assembly are currently sifting through the final consultation documents to iron out the details of the new scheme; this includes whether ratings must also be published on menus, publicity materials and company websites. Some say the changes will be a burden on businesses.

“Food businesses should be provided with a sticker but then given flexibility where or whether they display that sticker,” states John Dyson, food and technical affairs advisor at the British Hospitality

Association (BHA) in his response to the consultation.

Dyson claims there are “practical difficulties” in some premises, for example those that have more than one entrance. However, the Food Standards Agency (FSA), which runs the current rating schemes in England, Wales and Northern Ireland, assures that “plenty of stickers” will be made available.

“If the FSA is going to invest in a ratings system then why not publicise it.”

Perhaps a more robust argument is the way the inspections are run. Local

authorities carry out the visits and score food outlets from 0 (urgent improvement necessary) to 5 (very good). However, in Wales, 30% of premises are rated 0,1 or 2, whilst in England it’s 15% and in Northern Ireland it’s 9%. The BHA says this shows “significant inconsistency” in the way the schemes are being administered.

New recent research carried out by Which? adds weight to that theory. The consumer group assessed the FSA’s food hygiene ratings in more than 2,000 postcodes in England, Northern Ireland and Wales from January 2011 to March 2013 (Scotland’s ratings are not comparable). It found an “unacceptable postcode lottery” with standards varying wildly between different postcodes. In Birmingham the average score is 4.9, while in Bexley it’s 2.62. However, unlike the BHA, Which? says the findings show the need for mandatory display of ratings. Others tend to agree.

“The instant reaction might be to suggest that the Bexley environmental health officer (EHO) must have been having a bad day compared to the overly generous EHO in Birmingham,” says Lisa Ackerley, Hygiene Audit Systems MD. “But the fact remains that these scores are particularly low, and with the national press starting to raise the profile of this issue, a low score at a restaurant could dramatically reduce business.”

Indeed, one food outlet local to Acklerley recently received such bad press in the local papers that it changed its name

Which? assessed the FSA food hygiene ratings of High Street chains and food outlets in more than 2,000 postcodes (January 2011 - March 2013).

Area (number of outlets tested)	Postcode	Scored lower than 3 (%)	Average score
Birmingham (34)	B35	0%	4.9
North Devon (199)	EX31	1%	4.9
Eden (85)	CA16	1%	4.9

Area (number of outlets tested)	Postcode	Scored lower than 3 (%)	Average score
Powys (63)	HR3	42%	2.85
Bexley (85)	DA16	39%	2.84
Sutton (47)	SM6	34%	2.83

Takeaway (number of outlets tested)	Scored lower than 3 (%)
Chicken Cottage (80)	29%
Dixy Chicken (68)	26%
Perfect Pizza (67)	24%
Favorite (69)	23%
Pizza GoGo (79)	20%

to avoid diners making the connection. *Which?* also found that 75% of consumers wouldn't eat at a food outlet that received a food hygiene rating below a 3, while 95% said the score should be clearly displayed.

Which? also looked at high street chains and found similar levels of variation. In the restaurant category, for instance, one in five (18%) La Tasca outlets inspected were found to have a rating less than "generally satisfactory", while one in seven (13%) Little Chefs inspected had low ratings. *Which?* says its figures are an accurate representation, but La Tasca begs to differ.

"This research needs to be put in context," says a spokeswoman. "The scores are taken from only six sites that remain in our current estate of 47 sites, which is representative of 10% of our estate and our internal scores indicate that the six sampled were in the bottom quartile at the time. We are now confident [under the new management team appointed in 2011] that as a business none of our restaurants would fall under the 'three' rating," she adds.

However, the issue is likely to be that the restaurants in question haven't yet been re-rated (there is no yearly audit for instance). With local authority budgets being squeezed, this is a cause for concern. "It depends on the local authority, but a review visit can take a long time," explains Acklerley. "It is tough on those with bad scores who have improved."

All eyes will be on the Welsh system and whether review inspections take place quickly. The consultation states there will be a charge for re-rating a business, but that will be at the discretion of the council. The FSA has recently consulted on parallel legislation in Northern Ireland, but in England not all councils yet have joined the current, voluntary ratings scheme.

"The current system seems a little half-hearted, so I'd like to see ratings displayed as mandatory," adds Acklerley. "If the FSA is going to invest in a ratings system then why not publicise it."

Available online: Lisa Acklerley outlines the five questions food businesses should ask themselves to help prepare for a visit from an EHO.

My viewpoint

Lisa Acklerley, MD at Food Hygiene, provides her take on the *Which?* research into food hygiene ratings



“THE RECENT study in *Which?* magazine suggested that food hygiene is subject to a “postcode lottery”. The publication is pushing for mandatory display of food hygiene ratings in a prominent position. Why? Because outlets with a low score are simply not advertising this fact, leaving diners in the dark in an attempt to save their businesses.

In the study, one Birmingham postcode showed a fantastic 4.9 average, while others suffered from average scores as low as 2.6. Bexley's DA9 postcode was the lowest rated, and there were five other Bexley postcodes with an average score of under 2.84.

The instant reaction might be to suggest that the Bexley environmental health officer (EHO) must have been having a bad day compared with the overly generous EHO in Birmingham, but the fact remains that these scores are particularly low. With the national press starting to raise the profile of this issue, a low score at a restaurant could dramatically reduce business. One food outlet local to us received such bad press in the local papers that it changed its name to avoid diners making the connection.

In the *Which?* study 2,000 readers were questioned, and the overwhelming

majority (95%) said they would not eat in a restaurant rated lower than 3. Diners are known for voting with their feet, and they will quickly start to realise that no score on display simply means a bad score. What's more, the Food Standards Agency has launched an app allowing those with the right device to simply point their phone at a given premises and find out the rating. This means that even without mandatory display of scores, diners can still quickly access the information and make a decision that could harm your business. Having said that, if the FSA is going to invest in a ratings system then why not publicise it?

How does an EHO score a food business? They mark heavily for certain issues, meaning that you could go from five stars to three stars or worse in no time at all. Ask yourself the following five questions:

- Is there a full food safety management system in place?
- Is every member of staff fully trained?
- Is the cleaning as thorough as it should be?
- Are there any outstanding maintenance issues?
- Are there any pest issues?

If you've answered no or maybe to any of these, then you might need some help.



Digesting the diet debate

David Burrows on the latest round of arguments over meat consumption



CAVE PAINTINGS never showed people eating carrots – so the argument for meat eating goes. In fact, humans remained largely carnivorous until fairly recently. Today, our simple gut of a single stomach, medium-length small intestine and short colon is “typical of an omnivore”, explains the dietician Carrie Ruxton in her recent paper: “Micronutrient Challenges Across the Age Spectrum: Is there a role for red meat?”

Speaking at the Health of the Nation event, Ruxton explained meat’s role in providing essential nutrients, vitamins and minerals. “Red meats are an excellent source of B vitamins, phosphorus and zinc,” she said, adding that “integrating red meat into diets from infancy to old age may help narrow the present gap between micronutrient intakes and recommendations”.

A third of the calories in the average British diet come from treat foods. “As a dietician, I think all foods have a place in the diet, but do we really want 30% of our calories coming from biscuits, cakes, crisps, soft drinks and so on?”

The make-up of a sustainable, balanced diet was the focus of a lively event organised by BPEX and entitled Sustaining the Health of the Nation: What role for red meat?

What constitutes a sustainable diet is a debate that has rumbled on for years, confused by simple messaging such as “meat-free Mondays”, and polarised by the interests of the food and agriculture lobbies on the one side and environmentalists on the other. Throw nutrition into the pot and this is a recipe for infinite debate.

The stalemate concerning meat consumption is worrying ... changing the way that we eat will have a bigger impact than almost anything other than flying

The media hasn’t helped with “soundbites rather than science”, according to Professor Judy Buttriss, the director-general of the British Nutrition Foundation. She wasn’t alone in that view. And yet there appears

to be little consensus among scientists, policy-makers and, at times, environmentalists about the role of meat in a sustainable diet.

Just before the conference the all-party parliamentary group for beef and lamb published a report claiming that there is no clear evidence of the environmental effect of livestock production and that more scientific data is required. The “eat less meat” message was therefore too simplistic, the group concluded.

Many speaking at the conference agreed with this sentiment, but the stalemate over whether meat consumption needs to be reduced on environmental grounds is worrying the likes of Tara Garnett, who heads the Food Climate Research Network (FCRN), and Anthony Kleanthous, a writer and consultant who has worked on WWF-UK’s One Planet Food team.

“Food accounts for between one quarter and one third of our entire ecological and greenhouse gas footprint,” Kleanthous explained. “We need to cut our greenhouse gas emissions for agriculture specifically by

www.essentialcuisine.com

essential cuisine
the stock specialists

around 70% in the UK. Changing the way that we eat will have a bigger impact than almost anything other than flying."

The problem is, how to change?

The idea of eating less but better meat, promoted by the likes of the FCRN and WWF, is gaining momentum. Yet it is a message that is feared by politicians, often ignored by food companies and generally misunderstood by consumers.

Sue Dibb, who is co-ordinating a new initiative entitled Eating Better for a Fair Green Healthy Future, explained her experiences when working with ministers at the Sustainable Development Commission. The previous Labour administration said: "We cannot possibly talk about meat. It is far too sensitive," she said.

The coalition government, through its Green Food Project, has dabbled a little in the idea, and there were signs at the conference that there is "space for a sensible conversation", said Dibb. "It does not need to be a fearful or radical conversation." And the changes don't need to be radical either, according to Kleanthous. "It does not matter if you use red meat in every meal; it is a question of how much red meat you use in total."

Using meat as a "flavour enhancer" is a concept being considered by foodservice companies, with some looking to introduce more low-meat and vegetarian options in what are being referred to as "smarter menus". They can also be cheaper. WWF-UK and the Rowett Institute compared the costs of a "healthy, sustainable diet" with the average diet and found the former was "considerably cheaper". As Kleanthous concluded: "It is not a question of cost; it very much is a question of habit, education and accessibility."

Could chefs make sustainable food sexy?

CELEBRITY CHEFS were recently branded as a "hidden contributing factor to Britain's obesity epidemic" in a paper published in the Food and Public Health journal. Their recipes contained "excessive amounts of total fat, sugars and salt" which were influencing the food preparation habits of the public, said the research from Coventry University.

When it comes to guidance on nutrition, consumers look to celebrity chefs, so their role in changing the nation's eating habits should not be underestimated. While 45% of the public go to healthcare professionals for dietary advice, 55% seek it elsewhere. When it comes to communicating messages about sustainable diets, TV chefs are an "obvious winner", according to the sustainability expert Anthony Kleanthous. "Every campaign now wants to have a Jamie Oliver or a Hugh Fearnley-Whittingstall on their side."

However, given the Coventry findings and a study in the British Medical Journal that found recipes by Oliver and his fellow celeb chef Nigella Lawson to be less healthy than some ready meals, the job of educating chefs is often forgotten.



Photo: Joe Seer/Shutterstock.com

"I think we should get all celebrity chefs to do the chefs' course at the British Nutrition Foundation so that they have a really good, sound basic knowledge of nutrition," suggested the nutritionist Amanda Ursell.

But that's every chef, including those at the fast food chains. Ursell recounted a conversation with Raymond Blanc, who said: "It is not until McDonald's start taking nutrition seriously that we will see any change in this country."



ESTABLISHED 1935

THE CATERERS LINEN SUPPLY

LINEN SERVICE FOR THE CATERER

- We offer a comprehensive hire & laundry service for chefs wear, workwear & linen
- Hiring & laundering is a great eco friendly solution as you are recycling a product & re-using it
- We have built environmentally friendly laundry factories
- We use 70% less water & 25% less energy than standard laundries

0208 843 5810

sales@catererslinen.co.uk

www.catererslinen.co.uk



FOOTPRINT AWARDS

On the 23rd May, the good and the great of the hospitality, leisure and foodservice supply chain congregated for the annual Footprint Awards 2013. The sustainability community celebrated the measurable environmental, social and economic success that being a responsible business brings. This year's theme was Coast: Land & Sea and was a glittering tribute of British shores.



Demystifying the deep

A new online tool will help foodservice businesses compare and contrast the 16 seafood certification schemes on the market.



SUSTAINABLE SOURCING of seafood is one of the most difficult challenges facing foodservice businesses. It is also one of the most high-profile. Hugh Fearnley-Whittingstall, don't forget, gathered support from 866,000 people for his Fish Fight campaign. Meanwhile, four in five Brits want seafood to come from sustainable sources that are not overfished. That isn't always easy – according to WWF, almost two-thirds of the assessed fish stocks in the EU are overexploited.

Some food companies have therefore relied on independent certification standards to highlight products that are produced or sourced to meet ethical, environmental or social guidelines. The Marine Stewardship Council's (MSC) is the one of the most widely recognised, but there are more than a dozen other standards including Friend of the Sea and the National Federation of Fish Friers' Fish and Chip Quality Award. This focus on sustainability is good news, but the proliferation of schemes has created confusion.

"Fish sustainability is an important issue and one that's close to our hearts," says Caroline Fry, the chief executive of CH&Co's

business and industry unit. "But the existence of different certification measurements and labelling causes consumer confusion, which can lead to disengagement from the issue."

Seafood sustainable certification is like watching a football game without rules and no referee.

Like many in the foodservice industry, Fry has welcomed a new online tool to demystify certification standards. Developed by the industry body Seafish, the Guide to Seafood Standards allows businesses to compare and contrast 16 different schemes. However, "it is not a benchmarking tool", says a spokeswoman. That is a "much bigger job", but one which needs to be done. As Seafish's chief executive, Paul Williams, explains: "Standards are a vitally important way of certifying performance against set criteria, although as yet there is no statutory requirement for equivalence and the schemes vary in the factors they cover." Others have referred to seafood sustainability certification as "like watching a football game without rules and no referee".

In February, the GSSI (Global Sustainable Seafood Initiative) was officially launched in

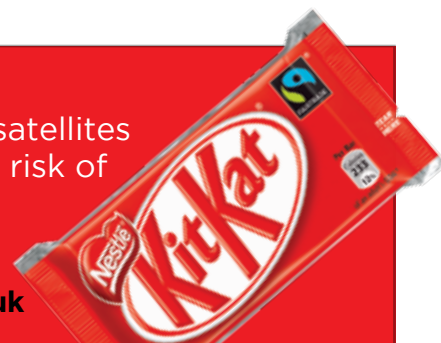
a bid to tackle this issue, promising to deliver not another eco-label but "mutual recognition and comparability of credible seafood certification and labelling programmes globally". In other words, a harmonised assessment scale for sustainable fish purchasing which allows the certifications to be compared. Seventeen leading companies – including Sodexo and Sainsbury's – will work with the German Society for International Co-operation, on behalf of the German Federal Ministry for Economic Co-operation and Development, over the next three years to deliver the new benchmarks. The GSSI could also reduce duplication and cut costs. The MSC believes there is an "indisputable need for truly independent review". It says that a "credible, balanced, transparent process to evaluate, benchmark and grade the performance of the various programmes" would be "a welcome and needed evolution in the sustainable seafood movement".

A link to the tool and details of the GSSI are available online at www.foodservicefootprint.com/category/news/foodservice-news

In April, Nestlé and Conservation International launched "Deforestation Guides for Commodity Sourcing". Using satellites to "track" and illustrate areas at greatest risk of deforestation to help us meet our pledge of zero deforestation.



www.nestleprofessional.co.uk



Biofuels: from darling to demon

WHAT A DIFFERENCE a decade makes. Just a few years ago biofuels were being hailed by politicians and environmentalists alike as the tool to relieve the world of its dependency on oil. Times have changed, and so have opinions on using food crops for fuel.

"Biofuel crops not only displace food crops but are in some cases providing energy sources that are potentially more damaging to the environment than fossil fuels," said the Lib Dem MP Sir Malcolm Bruce, on publishing the latest instalment of the Commons international development committee's "Global Food Security" report.

The group said agriculturally produced biofuels are having a "major detrimental impact on global food security by driving higher and more volatile food prices". What's more, plans to require 10% of Europe's transport fuel to be drawn from renewable sources by 2020 are "likely to cause dramatic food price increases".

The conflict between food and fuel has been around for years – in some cases ever since biofuels started to gather political support. Dennis Avery, the president of the Centre for Global Food Issues in the US, warned that farmers would have their heads turned by new markets for their crops. "I knew it would be bad. But I would never have believed it would get this bad this quickly," he said recently.

Farmers in Europe have also had their heads turned, so much so that the European Commission is considering changes to its renewable fuel targets. Instead of using wheat and rapeseed – "first-generation biofuels" – the European commissioner for

climate action, Connie Hedegaard, wants to see incentives shifted to advanced biofuels such as algae, farm waste and straw. "We must invest in biofuels that achieve real emission cuts and do not compete with food," she said in October.

Farming groups called the proposals "ill-conceived", highlighting the high-quality fuel that comes from bioethanol plants. According to the Renewable Energy Association demand for biofuels can actually "help improve agricultural productivity", while the links between food price volatility and biofuel production are unclear.

EU member states currently have to derive at least 10% of their transport fuels from renewable sources by 2020. Under Hedegaard's new plans, no more than half of that 10% can be crop-based, with the rest coming from the advanced biofuels.


It's like changing the rules halfway through a football match

Some analysts have suggested the idea is like "changing the rules halfway through a football match".

However, the international development committee feels there is time to change the targets. Among its recommendations to the UK government is a revision of the domestic Renewable Transport Fuel Obligation (RTFO) to specifically exclude agriculturally produced biofuels.

"While we recognise that refining the RTFO will make it harder for the UK to meet current EU obligations, the relevant target does not kick in until 2020 so there is nothing to stop the UK from revising the RTFO now to exclude agriculturally produced biofuels," said Sir Malcolm.

The committee also called on UK ministers to push for similar reform of the EU target and highlighted "several opportunities" to do so this month, including the EU Energy Council the G8 summit. It wasn't that long ago that ministers were being advised to push biocrop targets up rather than down. How times have changed.


food waste stories

sharing good ideas on food waste reduction + recycling

Nairn's chicken allsorts
 A recipe to use up leftover roast chicken and veg from Scottish celebrity chef Nick Nairn.

- 200g basmati rice
- 100g sliced courgette (and/or any leftover veg bits)
- 150g mushrooms, sliced
- ½ red pepper, sliced
- 200g leftover cooked chicken, shredded rasher or 2 of leftover bacon
- 4 tbsp soy sauce, 1 tsp honey, juice ½ lime
- 1 red chilli, sliced
- a handful of chopped fresh coriander

Method


- Cook the rice
- Fry bacon for 3 mins then add peppers, cook for 2-3 mins
- Add mushrooms and stir fry for 2-3 mins
- Add courgette, chilli and toss for a minute then add chicken
- Stir in cooked rice
- Splash in soy sauce, honey and lime juice
- Lastly add the coriander
- Toss quickly, serve with extra soy sauce

What's tricky to recycle?
 No, it's not the start of a joke. We are finding out which items or materials cause foodservice the biggest headache when it comes to recycling. What are your barriers to zero waste? Email lucy@foodwastenetwork.org.uk with your experiences, so we can share this with WRAP and start to find practical solutions through the Foodservice Agreement.

Food waste helping the hun?
 Campaigns to reduce food waste are nothing new. During both world wars, food waste propaganda was common. UK posters encouraged growing your own food and feeding leftovers to animals, but American ones used stronger messages – see our online gallery at www.foodwastenetwork.org.uk

Read our full HaFSA blog & use our free food waste matchmaking service

foodwastenetwork.org.uk


the food waste network
 a zero waste initiative by **vegware**

@foodwasteuk
03300 883 654

FOOD WASTE SCOTLAND 2013

25 June 2013,
Dynamic Earth Centre, Edinburgh



SPECIALLY
REDUCED RATES
FOR READERS OF
FOOTPRINT

A one day conference on food waste collection and processing

In January 2014 all businesses and organisations in Scotland producing more than 50kg of food waste per week will be required to separate the waste and arrange for it to be collected*.

Find out how this will affect your business – and how clever and appropriate food waste management may actually save your organisation money, as well as improve your sustainability standing.

- Hear from organisations which are already benefitting from improved food waste management systems.
- Make connections with waste industry decision-makers to explore the arrangements which would work best for your organisation.
- Discuss case studies and explore the practicalities of cost, logistics and contracts.

Top speakers include:

David Burrows, editor in chief, Footprint; Conference Chairman

Frank Stubbs, Zero Waste Scotland

Eilidh Brunton, Food Waste Network

Lucy Frankel, Communications Manager, Vegware

Adrian Bond, National Operations Waste Unit Manager, SEPA

Elaine Mason, Head Soupmonger and Owner, Union of Genius

Reynaldo Guino-o, Business Excellence, EICC

Robin Stevenson, Managing Director, William Tracey Group

See how Scotland is leading the way in food waste recycling, and ensure your organisation is on track to be part of that success.

*some exemptions apply.

To book your place:

Call + 44 (0) 1722 717033/24 Email events@markallengroup.com

Visit www.recyclingwasteworld.co.uk/conferences

Supporting Organisations



SCOTLAND
OF FOOD & DRINK

Media Partner

FOOTPRINT

TOMORROW'S THINKING TODAY



Mobile phones

IT SMACKS OF irony that, in a time when consumers are increasingly connected with each other, they remain so disconnected from their food. So why not use social media and mobile technology to encourage debate and conversation about food?

The National Farmers Union's latest campaign, for instance, is called #buybritish – a nod to the importance it places on Twitter. All the major consumer-facing food brands seem to have PR bods tweeting away all day long about everything from special deals to sustainable initiatives (however, few are mastering the art of community engagement with community-led conversations).

But the world doesn't begin and end with Twitter (though it can make or break careers). There is a vast array of mobile technology out there that businesses are using to communicate sustainability messages to customers, their supply chains and other businesses. There's the Food Standards Agency's hygiene ratings app, which allows consumers to check up on food outlets even

during the time-pressured lunch hour (see page 15).

There's also a project between Vodafone, the Turkish Ministry of Food and Agriculture and about 600,000 of the country's farmers. The Turkish Farmers Club provides subscribers with free information on everything from market prices and changing weather patterns to disease threats and optimal water use. Also on this theme of supplier engagement, PepsiCo's app helps potato farmers to predict harvests by photographing the leaf canopy of their crops.

The latest addition to this growing line of tech is from Unilever Food Solutions, with a free app for chefs that tracks food waste to highlight what's wasted per day and per cover (see page 7). Whoever said tweeting and tech was for twits?

NUMBER CRUNCHER

£3.6m

Grant awarded to the Food for Life scheme to promote healthy eating in schools (through the Catering Mark) and, soon, workplaces and hospitals.

Who said that?



Mark William Penny / Shutterstock.com

"The drive to make food cheaper for consumers and to earn companies bigger profits is sucking real value out of the food production system – value that is critical to its sustainability. We have to recalibrate and regear the system."

HRH Prince Charles lays into the "cheap" food industry

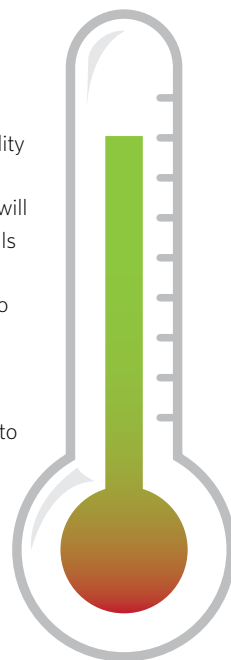
From the web

GREENER

- Caffeine high – Nespresso's sustainability programme is delivering for farmers
- Healthy meals – new research project will look at how to improve restaurant meals for kids
- Cottage college – Hugh's new course to help chefs serve up sustainability

GROSSER

- Royal rollicking – Prince Charles lays into the food industry
- Costly attitude – restaurants see food waste as an "inevitable" part of their business
- Chip-shop chop – plans to ban fast food before 5pm



Green 10 helps foodservice businesses monitor their unique responsible sourcing goals and provide a means by which their commitment to improvement may be measured.

3/10 Supplier Social Responsibility

Definition

Suppliers' Corporate & Social Responsibility policies will differ. We objectively monitor the effectiveness of suppliers' policies and regularly audit their performance against a series of key performance metrics.

Measurement

Access is given to our supplier CSR metrics and the resultant supplier's score. This data may be used to identify suitably qualified suppliers within a category of supply which can then be considered to be deployed to service their estates.



GREEN 10



Quality of life services



When you outsource your services to Sodexo, you'll join over one million people whose lives we enhance every day. As experts in Quality of Life services, we provide a range of facilities management services that will help you concentrate on what you do best. We quickly become key players in your team and our experience ensures that we'll be talking your language in no time at all. In fact, we're ready to talk to you today.

Call us now on 020 7404 0110 or visit us online at www.sodexo.com

sodexo
QUALITY OF LIFE SERVICES

3663 zero

a way with waste

A fully comprehensive waste recycling and management service that will take a fresh and innovative approach to helping you achieve zero waste to landfill.

For more details,
please call the
SITA UK '3663 zero'
line directly on
0800 954 0056
or email
3663zero@3663.co.uk

- **Zero waste to landfill**
- **Online access to your waste and recycling data**
- **Full traceability - understand how and where your waste materials are recycled or recovered**
- **Easy and innovative ways to increase recycling**
- **Education materials and support**
- **Competitive rates**
- **Peace of Mind – full compliance with your legal obligations**

