

#### MENU MANAGEMENT

Time to be honest about rising food costs

#### LOCAL FOOD

The new low-miles menus in the Maldives

#### RAW DEAL

Parents not happy with children's menus

#### UNTAPPED MARKET

The firm banking on food waste from foodservice

# FOOTPRINT



SUSTAINABLE RESPONSIBLE BUSINESS

[www.foodservicefootprint.com](http://www.foodservicefootprint.com)

SEPTEMBER 2013 £4.50

## Getting it right

Can the new school food plan increase uptake of healthy dinners?

~~NUTRITION~~  
~~NUTRITION~~  
NUTRITION



**FOOTPRINT**  
THOUGHT LEADERS  
& INNOVATORS

#### "Sustainability & Social Media" Networking & Farmers Market

19th September 17.00 – 21.00, Innocent's Fruit Towers, Ladbroke Grove

Register Here: [www.foodservicefootprint.com/event/thoughtleadersandinnovators](http://www.foodservicefootprint.com/event/thoughtleadersandinnovators)



**FREE FAIRTRADE SUPPLEMENT** PAGES 15 - 22

# HEALTH AND WELLBEING MATTERS

Healthwise is Sodexo's nutrition, well-being and lifestyle philosophy. It is our commitment to promoting healthy living amongst our employees, clients and customers.

In the UK and Ireland, we provide food services to consumers in the corporate, education, healthcare, leisure and defence sectors. In fact, in a typical day, we feed more than 1% of the UK population at offices, factories, schools, hospitals and barracks.

For more information, call us on 0207 404 0110 or visit us online at [www.sodexo-healthwise.co.uk](http://www.sodexo-healthwise.co.uk)



## CONTENTS

### News

- 4 Analysis: Will the government's new school food plan boost take-up?
- 6 Analysis: Small businesses need to see food waste as a big problem
- 7 Green Scene: The companies not taking paper efficiency seriously
- 8 Waste Watch: Government launches new consultation on waste prevention

### Comment

- 8 Political Print: Foodbanks – big society in action or food policy failure?
- 9 Q&A: Low-miles menus in the Maldives
- 11 My viewpoint: The new sustainable diet guidelines that you might not have seen

### Features

- 12 How to manage menus on the back of rising raw material prices
- 23 Health & Vitality: Menu labelling strikes fear into foodservice operators
- 24 Profit & Cost Sector: The BHA promises more jobs, but government offers less support
- 27 Pubs & Bars: Kids are getting a raw deal when eating out
- 29 Supply Chain: The forgotten fruits brought back to life
- 30 Grocery: Is Europe's single scheme for enviro-labels viable?
- 32 Energy & Equipment: Counting the cost of wasted energy
- 34 The Next Green Thing: Mealworms and caterpillars

## CONTACTS

#### Editor-in-chief:

David Burrows - david@foodservicefootprint.com

#### Chief subeditor:

James Eagle

Contributors: Jackie Mitchell, Sue Dibb

News: niki@footprintmediagroup.com

#### Art direction:

Trevor Marshall - trevor@foodservicefootprint.com

#### Film & new media:

Duncan Smith

#### Online content & social media:

Niki Goddard - niki@footprintmediagroup.com

#### Head of business development:

Anyia Hart Dyke - anyia@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

# Times are changing, and so is Footprint

David Burrows  
Editor-in-chief



IN AN ERA of austerity it's not always easy to square sustainable ambition with commercial reality. But it's possible, as the likes of Unilever are trying to prove. And that's why we introduced *Footprint* – the magazine, the forums, the awards and the website.

In the past five years or so, we have focused on foodservice and hospitality, sectors that had remained in the shadow of their – apparently greener – cousins in retail. Have things changed?

Given that debate persists about the quality of food in schools and hospitals, while supermarkets continue to market their ethical side most effectively (look at the coverage drummed up this summer by Tesco and M&S for their “Tesco & Society” and “Plan A” reports, compared with that mustered by Sodexo), and one might think not.

But that would be doing foodservice companies a disservice. Health and waste are higher on the agenda than ever, and when it comes to reducing meat consumption it's the retailers that are lurking in the shadows, while the likes of Accor and others are

beginning to look at “smarter” menus with more veggie options.

My point is that whether one sector is more or less sustainable than another is largely irrelevant. The models and systems behind the shelves or kitchens are very different (something the government might do well to note – see page 23), but Sodexo can still learn from Sainsbury's, much as Asda can from Aramark.

That's why we have introduced a new *Footprint* Grocery section both here (pages 30-31) and online (and, in due course, at forums). This integration will encourage communication and sharing of best practice across the entire UK food sector. There will also be more coverage from other sectors facing similar challenges.

Much like your sustainability programmes, our project is a work in progress. We want you to see the magazine as a valuable resource, a voice for progress in the sector and a medium for discussing the challenges we face. The new section will be critical to the magazine's evolution and growing influence – and so will your input.

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.

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

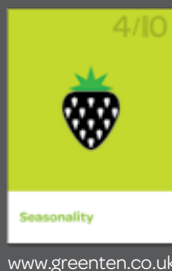
### 4/10 Seasonality

#### Definition

Central to many clients' consumer propositions is the construction of food offers and menus which reflect currently seasonal produce. Obviously this relies on the ability to identify appropriate seasonal produce available during any period of the year

#### Measurement

Our trading platform places a series of flags against products which are considered “in season” so that menus can reflect seasonal specials as a regular feature. Consumer engagement regarding the use of seasonal ingredients becomes straightforward



www.greentten.co.uk



# A head for fajitas

Headteachers and their relationship with catering staff are central to the success of the new school food plan. But will it help increase 'stubbornly low' levels of take-up, asks **David Burrows**.

**W**HEN SIMON Barber took over Carshalton Boys Sports College 10 years ago, only 4% of children managed to meet the academic benchmark of five GCSEs at A\* to C grades including English and maths. The atmosphere and the discipline at the school in Sutton were terrible, matched only – but significantly – by the school dinners. But Barber had a plan.

He brought the school canteen to the centre of school life. Teachers began sitting down for meals with students rather than locking the kids outside for an hour. Table manners replaced mayhem. And nutritious school dinners replaced packed lunches and fast food.

So how did Barber woo children and staff back to the dining hall? He did just what any good food business would do: he made the service and the food great.

Barber is now the poster boy of the government's new "School Food Plan". And the Department for Education wants more headteachers to do what Simon does. "A whole-school approach, led by the headteacher, is the only way to make children enthusiastic about eating well," was one of the main conclusions of the plan, launched in July.

Written by the founders of Leon, Henry Dimbleby and John Vincent, the 149-page plan includes a number of recommendations for the government, most of which have already been agreed (the extension of free school meals to primary schools is the notable exception). In principle, the plan has been welcomed, but some have questioned whether it will provide the stimulus to hit an ambitious take-up target or simply maintain

the gradual improvements seen since Jamie Oliver picked up the gauntlet in the Turkey Twizzler days.

For the catering sector, the recognition that school catering has a poor image and that staff require a boost to morale is welcome. "School cooks are expected to do something complex: serve children healthy meals that taste great and can compete with the highly marketed food available on the high street. And they must do this on a tight budget in a short time each day," the report acknowledges.

*A half-empty dining hall – like a half-empty restaurant – is certain to lose money. In order to break even, average take-up needs to get above 50%.*

It is a tough assignment, requiring a workforce skilled in cooking, kitchen management, procurement and professional customer service, catering for diners ranging from tiny to teenager. And yet the school food workforce is often overlooked within schools, and is seen by many as the "poor relation" of the catering trade. Training in more than food safety and hygiene is recommended – only 19% of local authorities offered the level 2 Kitchen Skills Diploma, which actually teaches cooking, according to the School Food Trust in 2012.

Barber's answer was to bring in an



*So from now on the three Rs*

experienced restaurant chef, Dave Holdsworth, so the school could compete directly with the local fast-food outlets for the custom of older children, while introducing a stay-on-site policy for younger ones. From a low of 20%, take-up is now at 80%. This, of course, has economic benefits.

A half-empty dining hall – like a half-empty restaurant – is certain to lose money. For the school food service to break even, average take-up needs to get "above 50%" (the all-time low was 37% after the Jamie's School Dinners exposé in 2005). Though improved in recent years, take-up currently stands at what the government sees as a "stubbornly low" 43%.

"Not enough children are eating well and not enough money is going into the school food system to ensure that it can provide great food and pay its way," said Dimbleby. The system, he said, is currently bust, and has to be subsidised with money from school budgets and local councils to the tune of £140m a year.

Achieving 50% means an extra 3.8m meals being served every day, so the average

**NUMBRCRUNCHER**  
**£2** – average cost of a school dinner, compared with 50p for a "pretty poor" packed lunch  
**60,000** – number of people working in school food  
**£16.1m** – extra money made available to boost take-up of school dinners  
**20%** – children who are obese by the time they leave primary school



of head chef is one of the most controversial – a case of “Please sir, can we have some more of your (already stretched) time and resources”, according to the likes of the National Association of Head Teachers. The trade union’s general secretary, Russell Hobby, is concerned by the ever-growing list of responsibilities and accountabilities for members. “It is hard to be headteacher, head coach, head of finance and head chef all at the same time and still do a good job on all of them,” he said.

“Not all schools have kitchens, staff will need the right training to ensure their skills and cooking facilities are up to date and safe, and many schools will need to consider how they can seat and feed a thousand or more students a day. Nonetheless, they are all keen to do as much as possible.”

The carrot is that good food often relates to good grades, but there will also be a stick, with Ofsted to consider culture and behaviour in dining halls as part of its assessments.

The Local Authority Caterers Association (LACA) welcomed the inclusive approach. “We particularly welcome the emphasis on increased uptake of school meals and the role everyone has to play in ensuring a holistic approach in providing good food,” said its national chair, Anne Bull, who was part of the expert panel that Vincent and Dimbleby consulted.

LACA has been working with People 1st and others to develop a qualification to meet the specific needs of school cooks. Although good progress has been made towards developing this practical qualification, it still requires formal accreditation from an examining body. LACA will therefore be working with the government on the strategy to improve the skills and morale of school caterers. However, the onus will remain on headteachers.

“While it is unquestionably the role of catering organisations to ensure that their staff are skilled and motivated, they have a much greater incentive to do so if they can see that the headteacher is serious about improving the food service,” the authors conclude.

## The school food plan

### Main findings:

- **Best schools do a brilliant job**
- **Some schools still serve food that is too “beige”**
- **Take-up remains stubbornly low at 43%**
- **Off-site fast-food outlets remain a lure**
- **1% of packed lunches meet school meal nutritional standards**
- **Eating school dinners is better for children**
- **School catering is seen as the poor relation of foodservice**

### Recommendations & actions:

- **Cultural change is required with headteachers at the helm**
- **Food and nutrition to be included in headteacher training**
- **Ofsted to assess culture and behaviour in dining halls**
- **New set of simpler food standards to be introduced in 2014**
- **New funding to help 5,000 of worst-performing schools**
- **New strategy to improve skills and morale of school caterers**
- **Cooking lessons to be part of national curriculum (up to age 14)**

*are Rhubarb, Rice and Rocket*



**The likes of Richard Reed, above, co-founder of Innocent Smoothies, and celebrity chef Jamie Oliver have been enlisted to help devise a strategy to improve the image of school food.**

school would need to serve 20% more meals than it does now. However, exceeding the break-even number would mean generating a surplus. “Things would get really exciting if take-up reached 60% or 70%,” the plan concludes. “At 70% take-up that could be more than £200m per year.”

Headteachers will need to drive this change, said Dimbleby and Vincent. “Increasing take-up is not something that can be done from the top-down,” Vincent explained. “It requires a cultural change within each school. We know from our experience that this change is led by headteachers and we hope they help to take this plan forward to make a real and lasting change.”

The idea of headteachers taking on the role

There was also a nod to the role of the rest of the catering sector – from celebrity chefs to food importers – in embracing school catering as part of the sector. Oliver, for instance, has agreed to find opportunities to include school chefs in his media development, to feature them on his Food Tube channel and in his magazine, and to encourage others to include school cooks in various national food awards.

Oliver could be credited with starting the school food revolution in 2004/5. Things have improved since the “dark days of the Turkey Twizzler”, as Dimbleby put it. “The picture that has emerged is far more positive than we had expected,” he wrote in the plan’s foreword. “The food in most schools is miles better than it was eight years ago.”

# When will the penny drop?

Food waste recycler PDM is hoping to convince more hospitality businesses to separate their food waste. It won't be easy, but there's £90m riding on it.

**David Burrows** reports.



IT MIGHT FEEL that there's a war being waged on restaurants and foodservice companies to cut food waste. "Chefs are not working hard enough to cut waste," is a common criticism. "Restaurants need to separate their food waste," is often the advice. "Portions are too big," is another observation.

The Sustainable Restaurant Association (SRA) is one of those pushing businesses to wake up to waste. "Restaurants are literally throwing money away," it says, with food waste just an "inevitable part of this industry". Inevitable, and expensive.

However, it's not easy to convince businesses to change, especially the smaller ones. For a start, separating food waste will not immediately save money – food is a heavy waste stream and achieving cost efficient collections from numerous small businesses isn't easy. There's also the change in mindset to consider.

"What we're really selling is a much bigger thing" than a new bin for food waste, says Dean Pearce, the commercial manager (south-east) for the food waste recycler PDM. Separating food waste is invariably "also about behaviour change", which is very difficult to encourage, he says.

PDM has a vested interest in doing just that. The company has announced that it's spending £90m on its operations in the next 18 months. This includes £44m on new anaerobic digestion (AD) facilities in Widnes and Dagenham, to add to the one in Doncaster. The sites will generate energy for homes or fuel for transport, but they need

thousands of tonnes of food waste to ensure the sums add up. That's where hospitality and foodservice businesses come in: food waste from the smaller companies in the sector is an abundant and largely untapped feedstock (see also *Footprint* April, p4 on line).

"Manufacturers and retailers have been very good at handling their food waste for a number of years", so PDM is targeting small and medium enterprises (SMEs) in foodservice and hospitality, Pearce says.

According to WRAP, the sector as a whole produces about 600,000 tonnes of food waste a year. Unilever and the SRA have calculated that 65% of that is from preparation, but the rest is largely avoidable. That means there's plenty for PDM and its new waste plants, but Pearce says the plan isn't just to snaffle as much food waste as possible. In fact, he's actively trying to encourage businesses to reduce their food waste – a perverse situation given that feedstock supply is the principle risk element

in the financial model of many AD plants.

"You can't be a credible business in the waste sector if you don't talk about waste prevention," he says. Even the unavoidable share of that 600,000 tonnes "gives us a hell of a lot of food waste to go at".

He adds: "For restaurants, food waste represents between 8 and 10% of their total costs." Reducing that by a third would save a significant amount.

Pearce is hoping that more hospitality SMEs understand this. He admits that initially there might not be a saving on waste fees by separating food waste, but financial benefits will come. "We're selling SMEs a much bigger picture," he says, adding that "99.9%" of restaurants don't know how much food waste they are generating. "The most important step of having a separate collection for food waste is that the business can see what it's generating and then they can take steps to reduce it. That's where the biggest savings will be for businesses."



## Clean break.

Many recyclers empty food waste bins, which has given rise to the perception that separate food waste collections are dirty, smelly and unhygienic. PDM uses a "bin swap" system so full bins are collected, taken away and clean bins put in their place.





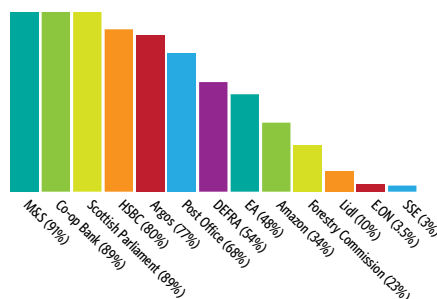
# Waste paper makes uncomfortable reading

The Environment Agency and Forestry Commission are among organisations given the thumbs-down by a new report on efficient use of paper.

**M**ORE THAN A few organisations and public bodies that strive to be green have been left red-faced following the publication of a new “paper efficiency” scorecard. The European Environmental Paper Network assessed the “largest institutional users of paper” in the UK, using publicly available information and questionnaires completed by some of those involved. Scores were calculated by adding together assessments of transparency (35%), positive paper policies (25%), actions taken to increase efficiency (20%) and measured progress in reducing paper volumes (20%). The results make for some interesting reading.

Government bodies and banks generally came out best, with the likes of the Co-operative Bank and Scottish parliament scoring 89 out of 100. The Co-op cut paper use by 71% when it moved to a new headquarters and left 3,000 filing cabinets behind and switched to digital mail. Some of the retailers, notably Marks & Spencer (91), Sainsbury's (85) and Argos (77), were also among the “high flyers”.

However, there were many more organisations where the “paper efficiency egg has yet to crack”, explained the EEPN co-ordinator Mandy Haggith. “The high flyers have policies to reduce wasteful paper use, they know how much they use, they are taking action to eliminate unnecessary paper use and to increase efficiency. They are also happy to talk about how much money they are saving as a result.” But a “majority of the



organisations surveyed are just starting to think about the issue of wasteful paper use”.

This seems to include the likes of the Environment Agency (48), the Department for Environment (54), Royal Mail (36) and even the Forestry Commission (23). Utility companies had some of the worst scores, with SSE bottom of the pile with 3.

Haggith said some organisations do not want to talk about paper, with many not likely to know levels of paper use, or how much a wasteful policy could be costing economically and environmentally.

Production and use of paper is responsible for more than 8% of the world's greenhouse gas emissions – more than aviation. The waste contractor Viridor said it had helped customers recover 670,000 tonnes of paper and card in 2012/13, saving 540,000 tonnes of greenhouse gases. “By anyone's measure, this shows the real benefits of recycling paper and card and the significant effect that it can have in reducing carbon emissions across supply chains,” said its head of sustainable business, Andrew Whitehorn.



sharing good ideas on food waste reduction + recycling

## Funky Pea Dip

Happy pea season! Chef Samantha Wells of Random Dining shares her recipe for using up leftover peas...

- 200g peas (or try using broad beans or sweetcorn)
- rapeseed or olive oil
- squeeze of lemon juice
- 1-2 cloves garlic, crushed
- generous handful of grated parmesan or goats cheese
- salt and pepper

## Method

In a blender, mix peas, garlic, lemon juice and a drizzle of oil to form a thick paste. Add cheese and seasoning. Perfect on toast with crispy bacon. Yum!

## Edinburgh Mela tackling waste

Imagine the waste of 27,000 visitors over 2 days, all hungry for curry. Events can create a huge amount of waste, but this year's Edinburgh Mela is striving to change that. Held on the last weekend in August, the Mela is introducing a 3-bin system to maximise recycling and get ahead of the new Scottish waste Regs. All food will be served in compostable packaging, which will be composted together with food waste just outside Edinburgh. Less food in the recycling bin means cans, bottles and card is dryer and easier to recycle. And there's far less to go to expensive landfill. Look out for our full report examining the lessons learnt.

## Foodservice wastrels hit RWM

On 10-12 September, the UK's wastrels descend on the NEC for the year's top event for resource efficiency and waste management. And we HaFSA wastrels will be there too, for the waste management working group. Don't miss out!

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

[foodwastenetwork.org.uk](http://foodwastenetwork.org.uk)



the food waste network

a zero waste initiative by vegware

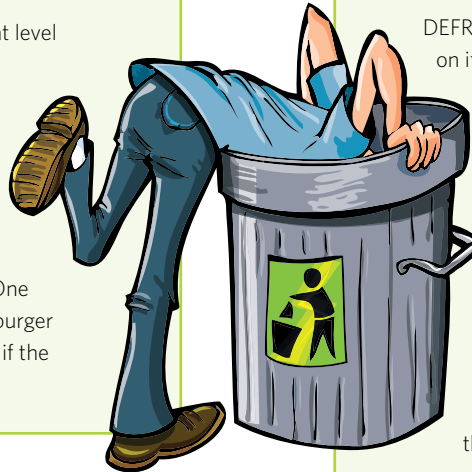
@foodwasteuk  
03300 883 654



# Waste Watch

In association with **3663**

WRAP'S BUDGET is to be reduced to 60% of its current level as part of the cuts agreed with the Department for Environment (DEFRA) under the latest government spending review. It still has £18m to play with, but its chief executive, Liz Goodwin, said less money does mean focusing on fewer priorities and ceasing some lower-impact work. This, however, won't include food waste. "Tackling food waste will remain at the heart of WRAP's work for all funders," she said. One wonders if Liz checked that the chancellor finished his burger (the posh one from the pic he tweeted at his desk) – or if the leftovers ended up in landfill.



DEFRA HAS launched a consultation on its latest proposals for the Waste Prevention Programme. The idea is to help householders and businesses recognise the savings that can be made by reducing and reusing waste (research shows that businesses can make £17 billion in annual savings by taking simple steps to produce less waste). It seems as though the plan is being watered down as the calls for evidence and

consultations continue. Early discussions explored ambitious concepts including the role of green taxation, product policy and standards, producer responsibility and resource security. Some are therefore disappointed to see that these mechanisms have been left by the wayside. The consultation ends on September 23rd and feedback can be left via an online survey.

WASTE AT FESTIVALS has become a hot topic in recent years. "Not only is there a great deal of waste generated at many events, it is the most visible impact to the festival-goer," claims the environmental group A Greener Festival. However, 81% of revellers said they would separate their rubbish if appropriate facilities were provided. Good to see, then, that Biffa is rolling out onsite waste sorting facilities to ensure that cardboard and cans are sent directly for recycling. It's not easy to engage people during the course of a weekend but by making the recycling trucks and bins clearly visible, the waste company hopes people will bring their domestic recycling ethos to the events.

## The Political Print



DAVID CAMERON was rightly lauded for extracting \$4.15 billion (£2.8 billion) from the world's richest nations to tackle child malnutrition at the London hunger summit. The UK, which already has an impressive track record of maintaining aid during austere times, has itself committed

an additional £375m of core funding and £280m matched funding over the next seven years, despite the current squeeze on public spending.

The worthiness of the UK's pledge cannot be questioned. However, the focus on third world hunger risks masking the increasing food poverty closer to home. Charities claim that more than half a million people in the UK now rely on food banks for emergency help in feeding themselves as food price inflation and benefit cuts hit home.

The government's reaction to the proliferation of food banks, such as those run by the Trussell Trust, has by and large been to welcome them as an example of the "big society" in action while maintaining a "nothing to with us" stance. This is not only disingenuous but is also rapidly becoming an

untenable position.

A thriving charitable sector is undoubtedly a good thing for society but, where food is concerned, charities should only ever provide a safety net to catch the most severely disadvantaged and destitute. Fundamentally, it's the job of any government to ensure its citizens have access to a safe, nutritious diet. Something, somewhere is going horribly awry with the food policy of a developed nation if almost 1% of its population is being failed in this regard.

Malnutrition kills 3m children every year and any efforts to eliminate it are welcome. But as the UK leads the drive to rid the developing world of hunger its politicians would do well not to gloss over the growing food poverty in its own back yard.



# A cocktail by the sea with...

## James Sutcliffe



The director of food & beverage at Jumeirah Hotels & Resorts in the Maldives explains his new low food miles menu

**David Burrows:** Could you give us an idea of the set up at Jumeirah Vittaveli – the size and the restaurants/bars you have?

**James Sutcliffe:** Jumeirah Vittaveli caters to all types of guests, and wherever possible we customise our cuisine to suit individual preferences. We have an all-day dining restaurant, a beachside grill restaurant, a 360-degree bar, and a fine dining Mediterranean restaurant. In addition, we offer a range of dining by design options so that guests can enjoy private sandbank picnics, beach barbecues or even a dinner in the pool.

**DB:** As you know, *Footprint* is all about sustainability in the hospitality and foodservice sectors. It's a huge issue here, but how about in the Maldives? Climate change is affecting the islands already but are businesses being encouraged to become more sustainable?

**JS:** The Maldives is definitely becoming

more aware of the importance of sustainability. The economy is mainly driven by tourism, so it is mostly resort owners (as owners of the biggest businesses in the area) who are adapting their practices to become more environmentally sustainable.

**DB:** What are the most important areas of work for you?

**JS:** Energy and carbon reductions are the single largest area we have control over. Being on an island we can focus on reducing this through working on related areas – like reducing the air miles in importing our goods.

**DB:** Speaking of food, I understand you've just launched a "low miles" menu – how did that come about and what's involved?

**JS:** As a culinary team who care about and take responsibility for the environmental impact our meals can have, we wanted to promote and practise the concept of cooking a meal without contributing harmful greenhouse gas emissions to the atmosphere. Our ingredients for this menu are sourced locally with minimal air or sea miles required to bring them to our resort.

**DB:** Was it hard to complete?

**JS:** With a team that is made of Maldivian colleagues and foreign colleagues who have spent many years in the Maldives, it was easy to brainstorm and put together a delectable menu using fresh ingredients. We are obviously a little limited in what can

be presented on a menu that we know is available locally. The direction that has been taken with the menu is to not only offer local produce but present dishes which are themselves traditionally local.

**DB:** How will you be communicating the new menu to guests?

**JS:** The menu is featured on our main menu and publicised throughout the resort to raise awareness. As we are trying to offer a cooking class for the guest in conjunction with the menu, the experience has really been selling itself. One of our aims is to offer each guest a "Stay Different" experience and this low-food-miles menu certainly helps guests and staff to remain culturally connected. This menu not only allows us to promote sustainability, it allows us to showcase traditional cuisine to our guests, some of whom will never have the opportunity to try it again.

**DB:** There is a debate building around whether local food is, in fact, more sustainable. What are your thoughts on this?

**JS:** The majority of the Maldives' locally available food is grown or living in natural environments within close proximity to the resort. Considering that produce that is not available locally has to be flown in from overseas I think the argument that local produce is less sustainable in the Maldives is flawed.



## 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](http://www.skipperscatch.com)

Available exclusively from...

**M&Jseafood**  
*fresh fish specialist*

# My viewpoint

New sustainable diet guidelines are welcome but ministers need to make the advice official to help both food businesses and the public make informed choices, says **Sue Dobb**.



“ IN JULY the government published a landmark report. But there was no press release and relatively little publicity. What marks out the blandly named “Sustainable Consumption Report” is that it includes a set of dietary principles that bring together healthy eating and environmental sustainability. These include advice to “moderate your meat consumption”, “eat more plant-based foods”, “choose fish sourced from sustainable stocks”, “drink tap water” and “value your food”.

The guidelines are part of DEFRA’s Green Food Project, an initiative to address the role that diet and consumption play in the sustainability of the whole food system. Eating Better and a number of our supporting organisations have been members of the working groups behind the report. Representatives from the food and farming industry, foodservice sector and academics have also been involved.

*Key government departments for food such as DEFRA and DoH must work together more closely*

As well as developing principles for healthy, sustainable diets, the working groups also addressed issues such as consumer behaviour and sustainable consumption. For too long health and environmental policies have not been joined up. The progress that these principles represent in acknowledging the importance of what we eat – not just for the health of the nation but also for the planet – is welcome.

Yet they do not yet have official status and ministers have not committed themselves to take forward the report’s conclusions.

One simple step towards healthy sustainable diets is eating less and better meat but, as the report finds, there is little official advice available to help consumers and food businesses. There is some generic advice: eating meat-free meals or having meat-free days; eating meat in smaller portions; basing meals around plants; and simply using small

quantities of meat to add flavor. These are all ways to help moderate our meat consumption.

The report also finds a lack of impartial information on sustainable sourcing and recommends that a credible, independent source would help consumers as well as food businesses, including those in the foodservice sector.

The report makes clear that government has an essential role to play in taking these recommendations forward, by providing leadership, reinforcing a sense of urgency, indicating priority areas for action and enabling others to deliver much-needed action. This leadership must be integrated, with key government departments for food, such as DEFRA and the Department of Health, working together more effectively.

The report also concludes that it is vital to address both food production and consumption in an integrated manner. This is a message that Professor Tim Benton, the UK champion for global food security, has also given government. He is reported to have warned government ministers that it is no longer good enough to think exclusively of ways the country could produce more food; instead government has to work on demand through changing the way we eat and wasting less food.

These are messages that Eating Better strongly supports. We have now written to the DEFRA minister David Heath to request that he takes action to implement the report’s conclusions and to ensure that the government adopts the healthy sustainable diet principles by the end of the year. By then we see no reason for not providing the public and the food industry with integrated advice on sustainable diets.

As the report concludes, the scale of the challenge means that the need for business, government and civil society to take concerted action is urgent. The Sustainable Consumption Report is therefore a welcome first step. But we will be monitoring progress.”

**Sue Dobb is co-ordinator for the Eating Better: for a fair, green, healthy future alliance.**



# Rising food prices bring caterers to a crisis point

Businesses squeezed by the expense of raw materials are facing tough decisions about changing menus or passing costs on to customers. By **David Burrows**.

IN THE PAST few years, food prices seem to have changed more times than I've had hot dinners. But the trend has been up. In fact, research this year by the consumer group Which? found that one in five UK households borrowed money or used savings to cover food costs. Unsurprisingly, 82% of those that had done so were worried about food prices.

Food businesses are also worried – and have been for some time. The TV show “Dispatches: The Truth About Food Prices” highlighted the issue in 2008. Michel Roux Jr of the restaurant Roux at the Landau suggested: “A fillet of beef that in January [2008] was costing me £19 a kilo is now [June 2008] costing me £26 a kilo. That is a huge increase and as yet I haven't put my prices up for customers so I've swallowed that increase – and it is painful ... It is something that as restaurateurs we are worried about and we have to pass this on.”

Fast forward five years, the rises have continued and some brands are starting to pass costs on to customers. Pret A Manger proved that the margin squeeze is becoming unsustainable in some products: in March, the high-street chain became one of the first big food chains to increase the price of its coffee (by 11p to £2.10, still below its main rivals). And, as *Footprint* went to press, new research of 115 foodservice and hotel chains by Horizons revealed that consumers are getting less meat in their meals than they did previously. Beef burgers, for instance, are at their lowest average weight since 2010, declining 17% from 7.69oz to 6.35oz.

The findings follow Horizons' May

Menurama report, which found that the average dish price across food outlets in the UK has risen 6.4% in a year, significantly above RPI inflation. Poor harvests, extreme weather, the expansion of biofuels on agricultural land and an increasing demand for food from countries such as India and China have all taken their toll. Fingers have also been pointed in the direction of hedge funds and banks, which are speculating billions on future food prices.

*“At the moment, we're reacting to food prices every single week. If we didn't, we wouldn't be here.”*

Simple greed could also be playing a part. “Why should a bag of shallots cost £45? There's no grain, no feed to give onions. People are stitching you up because they read about prices going up and they're taking advantage of that,” said one chef interviewed for “Dispatches”.

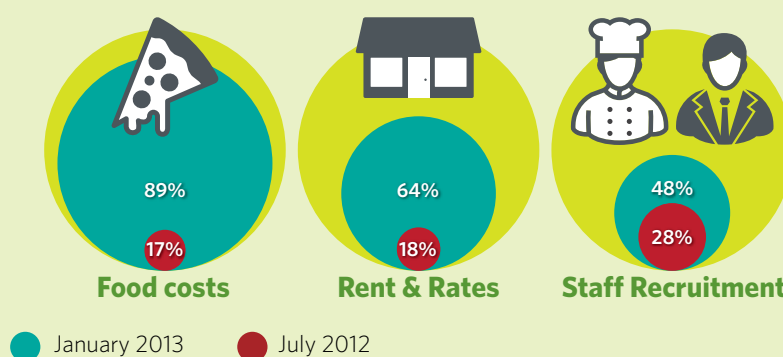
Whatever the reason, foodservice businesses are struggling to come to terms with the rising costs of raw materials. So what can they do? Should prices change and, if not, should menus? In either case, how should this be communicated to customers?

“At the moment, we're reacting to food prices every single week. If we didn't, we wouldn't be here,” says Shaun Alpine-Crabtree, the co-owner of the Table Café in Southwark, London. “It means having policies in place about sourcing more locally, procuring only seasonal food, using lesser-known fish and different cuts of meat. We've also built much closer relationships with suppliers, who help us keep an eye on seasonal food and best prices.”

His comments came on the back of the European Dining Index 2013, which showed that 90% of restaurants have reported a

## Europe's restaurants hit by rising prices

### What expenditure has increased most in the past 6 months?



rise in their food bill – up from 17% a year ago. Three quarters (74%) of the 200 UK restaurants surveyed for the index cite food costs as the factor that has most impacted menu prices in the six months to January 2013. Moreover, food costs rank higher than any other expenditure for 24% of restaurateurs, and come second only to staff costs, which remain the principal outlay for 34% of restaurants. There is a similar trend occurring across Europe, according to the index (see below).

***“There’s a risk that customers could get disgruntled with your morphing menu.”***

With rising food prices expected to be a long-term trend, rather than a phase, it’s clear there are big challenges ahead in reducing costs without harming the dining experience. “The cost of food is unlikely to stop rising,” explains John Dyson, a food adviser at the British Hospitality Association. “The hospitality industry is widely aware of the need to constantly scrutinise their menus to find ways to cut out waste and reduce the costs of the raw materials. Businesses will also need to understand better the expectations of their customers about quality and quantity so that they can deliver a great guest experience at the right price point.”

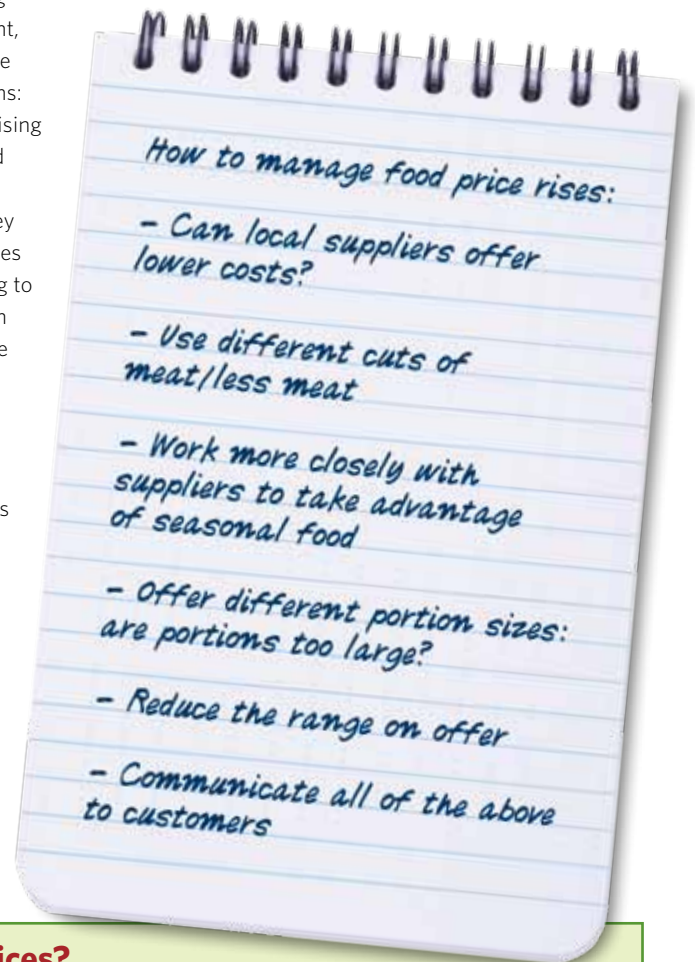
According to Livebookings, which compiled the index, businesses need to continually reassess prices, menu choices and suppliers. “Three-quarters of restaurants now cite rising food prices as

the factor most impacting menu charges,” it says. “This will inevitably have a knock-on-effect on customers. Whether it’s paying more for their dinner or missing their favourite cut of beef, there’s a risk that customers could get disgruntled with your morphing menu.”

The research just published by Horizons shows that menus are already changing on the back of escalating food prices. Nicola Knight, director of services at the consultancy firm, explains: “Against a backdrop of rising food costs and squeezed consumer spend, the reduction in weight of key meat dishes demonstrates that operators are having to become more savvy with regard to menu and price engineering. This could explain the huge growth in hot dogs on menus – they are relatively cheap to produce and operators can easily add value to them enabling them to charge more,” she adds.

Alpine-Crabtree says he has found that by offering “great value” and keeping customers informed about what is being done and why, the impact of price rises

can be controlled. “We’ve actually reduced the number of fish options on our menu, but have yet to find diners complaining. Communication has been key, as has the fact that consumers recognise the problem of food costs as something that is outside of our control – they face the same issue when they do the weekly shop in the supermarket.”



## What is having the biggest impact on menu prices?



European Dining Index 2013 (Livebookings and Bookatable) based on data from 9,000 restaurants



## **CH&Co is proud to support Foodservice Footprint**

Sustainability and provenance are  
at the very heart of our  
specialist brands.



CHESTER BOYD  
LONDON

Amper&and

!TA\*



# Give it to customers in black and white

Everyone from farmers to foodservice companies benefits if consumers can be assured that their coffee is fair and sustainable. By **Wolfgang Weinmann**, head of strategic development at Cafédirect



Welcome to this sustainability-focused and Fairtrade Foundation-sponsored supplement in *Footprint*. It's crucial for each and every business to consider these questions and make themselves part of a global future.

And yet you may still be wondering about the relevance of all of this to you and your business. So let's start with a fast fact: 75% of the world's coffee supply comes from smallholder farmers in developing countries.

Why should you care? If the livelihoods of these grower communities are not secured, the global supply of lattes, flat whites, cappuccinos and macchiatos will dry up. It's that simple.

Now for a question: do you know which part of the process of making an espresso-based coffee creates the biggest carbon footprint? No, it's not transport, not even growing the crop. It's the preparation, the use of kettles at home and espresso machines in the foodservice industry.

So how can this information help your business? Here's the exciting bit. As well as assurances of quality, consumers want to know that the businesses they buy from are socially and environmentally responsible. Consumers care exactly where the products that they buy come from and that they are not part of the exploitation of the farmers at the other end.

If you can provide information about where your coffee, tea or cocoa is grown and what tangible benefits their purchases

have for farmers, then you will gain their loyalty and therefore their repeat custom, an invaluable commodity for any business.

So ask your supplier about the people behind the coffee you are selling and what benefits they are getting. Ask them for their advice about improving the environmental footprint of your venue and how you can communicate it to consumers. And if they can't help, then that's a pretty clear red flag and suggests that the supply chain isn't transparent.

Although there has been much progress in sustainability, we still need to deepen our understanding and widen our actions to progress further. Certifications such as Fairtrade have played a big part in this and the auditing ensures certain standards are maintained, but unfortunately they are still only touching a fraction of the overall hot beverages market.

For true sustainability we need to look beyond certification alone, establishing direct long-term partnerships with the grower communities like those developed by Cafédirect. Only by engaging in a continuous way, discussing issues that the farmers face and providing solutions to these challenges, will we see real change. Crucially, it needs to be a change that farmers can understand and in which they can see the advantages it will bring to their livelihoods and communities.

It is this collaborative approach to sustainability that will achieve real change, having a positive effect on people and planet, and on the world's coffee drinkers.

This supplement shows ways in which Fairtrade and its partners across the coffee sector are achieving this. So welcome on board this journey towards making the foodservice sector more sustainable. Every coffee counts!

The Fairtrade Foundation will launch a two-week consumer coffee campaign this autumn (September 30th – October 13th) called Finding Hannah.

The innovative promotion will take consumers on a “bean to cup” Fairtrade journey, designed to both educate and connect coffee lovers to the farming communities which grow their favourite beans.

Confirmed campaign partners so far include Cafédirect, Starbucks, Greggs, The Co-operative, Cafeology, ISS, Esquires, Masteroast, Miko/Puro, Percol, Peros, Traidcraft, Revolver World and Sodexo.

Fairtrade has produced generic campaign marketing materials such as posters which can be downloaded from our website at <http://www.fairtrade.org.uk/autumnPOS>

# Getting fair funding into farmers' pockets

**Michiel Sallaets** on a \$5m investment fund aimed at improving smallholders' lives as well as helping their business grow.



Sean Hawkey

**Jose Oscar Serrano, general manager of Fairtrade-certified cooperative COAGRICAL in Santa Rosa de Copán, Honduras.**

Getting finance for their small-scale businesses in a fair and sustainable way is one of the biggest challenges that smallholder producers in developing countries face. Fairtrade has been working with Incofin Investment Management in providing financial support to farmers in an innovative way.

With only 2% of their financing needs currently being met in the developing world\* and the fact that they represent 50% of the world's hungriest people\*\* it has perhaps never been more apparent that smallholder farmers need support in being able to trade effectively.

Fairtrade International, a global non-profit organisation working to provide a better deal for farmers and workers, has seen the same problem among its network of more than 1.2 million farmers and workers. In a survey conducted in 2012, Fairtrade farmers in Latin America alone expressed a need for \$500m (£320m) to invest in infrastructure, working capital to cover purchases such as seeds and fertiliser, and bridge financing to cover the period between harvesting and receiving payment from a buyer. In particular, the survey highlighted the high demand and lack of supply for long-term loans that allow farmers to invest in new technologies and equipment that can lead to improved efficiency and higher yields over a sustained period.

So how can smallholders receive the trade finance they need to improve their livelihoods in a fair and sustainable way?

Recognising this gap in the market,

Incofin IM and Incofin cvso joined forces with Fairtrade International and Grameen Foundation, a US-based non-profit that works to help the world's poorest by increasing access to financial services and actionable information. The aim was to establish the first fund to focus on the unmet demand among smallholder farmers for long-term loans.

In October 2012 the Fairtrade Access Fund was launched with \$1.75m of capital provided by the three fund sponsors. Incofin IM is responsible for managing the fund, which is an impact investment fund designed to touch the lives of rural people by providing them with opportunities to increase their market access through financial products and technical assistance that meet the specific needs of farmers. All of its investments are designed to have a positive social effect on the lives of smallholder farmers in the developing world while delivering a fair financial return for its investors.

Working through Fairtrade-certified producer organisations, such as farmers' associations and co-operatives, the Fairtrade Access Fund tackles the problem of lack of access to financing through a two-pronged approach. It offers a full range of loan products to meet a variety of financial needs. It will also provide technical assistance to the producer organisations as a means of strengthening their management and agricultural practices, making them better candidates for future financing from the Fairtrade Access Fund or other local and international investors. By addressing both

the lack of access to appropriate funding and some of the factors that create this market gap, the fund seeks to further stimulate the development of smallholder farmers.

Choosing to focus on Fairtrade-certified co-operatives is a means of ensuring that the fund delivers a strong social return, a key objective for its sponsors. The lack of negotiating power of an individual farmer means that downward pressure on prices from large buyers can result in a farmer selling his crop for less money than he invested in producing it. The Fairtrade minimum price ensures a transparent price that allows farmers to plan ahead. By increasing access to financing for Fairtrade-certified organisations, further incentive is provided to other producer organisations to seek certification.

Since its launch in Latin America the Fund has provided seven loans for trade finance and long-term investments, totalling \$3.7m, to Fairtrade co-operatives in Honduras, Peru and Nicaragua. In the case of the trade finance loans, producer organisations will use the loans to purchase Fairtrade-certified coffee from their member farmers. Without these loans, the producer organisation would not have enough cash on hand to pay their member farmers at the moment of harvest. This forces farmers to either await payment, potentially causing a shortfall in their personal finances, or look for a buyer outside

the co-operative and accept a lower price in exchange for immediate payment.

The first long-term loan disbursed by the fund will be used by COCLA, a Peruvian co-operative with more than 45 years of experience and comprising 24 member co-operatives that bring together more than 8,500 small producers of high-quality cocoa, coffee and tea. The co-operative will use the money to purchase new machinery for drying coffee and cocoa. Drying the coffee and cocoa themselves allows the producer organisation to receive a higher price for their beans.

In the long term farmers also have the opportunity to access better prices and increase the volumes they can deliver to the co-operative, resulting directly in improving their household incomes. Furthermore, the investment in the new machinery of dry coffee and cocoa will generate new jobs in several links in the production chain of COCLA.

The total amount loaned by the Fairtrade Access Fund so far is \$3.7m and Incofin IM is currently assessing transactions with prospects in nine countries to potentially finance coffee, bananas, honey, sugar cane, blueberries, sesame and walnuts.

Since its launch in October four new investors have entered the fund, helping it to grow to over \$5m. Although investors have varying reasons for investing in the fund, from all involved there is a clear interest in seeing their investment put to use to achieve both a social and financial return. Starbucks, an early investor in the fund, provides a good example of a company that has aligned its social objectives with its business strategies by working with the Fairtrade Access Fund.

"Investing in smallholder farmers directly reflects our desire to strengthen coffee supply chains and improve the livelihood of farmers around the world," said Kelly Goodejohn, the director of ethical sourcing at Starbucks. "By working with the Fairtrade Access Fund, we come that much closer to our goal of establishing \$20m in farmer loans by 2015."

**For more information on the Fairtrade Access Fund, please contact**  
[info@fairtradeaccessfund.com](mailto:info@fairtradeaccessfund.com)

\*Source: Dalberg, 2012

\*\*Source: Fairtrade Foundation

## How British people can invest in fair trade's future

**O**n the other end of the financial scale, UK-based Shared Interest uses investment from people living here to provide trade finance to fair-trade businesses across the globe, aiming to reach smallholder farmers and craft organisations with the unsecured lending and low-interest loans that are not available locally.

Its managing director, Patricia Alexander, said: "We provide low-interest loans and credit facilities that support businesses throughout the supply chain. Our different types of lending products enable fair-trade groups to pay their workers on time, as well as in being able to buy the raw materials, tools and machinery needed for production.

"Every year we also make payments on behalf of our buyer customers to hundreds of smallholder farmers and handcrafters who do not have a Shared Interest credit facility. This remains one of our main business activities and means that we can help people further down the supply chain receive timely payment rather than waiting for their goods to be sold."

Shared Interest lends money in an unsecured manner in 35 countries to 120 customers, thanks to almost 9,000 people in the UK investing more than £29m in the organisation's share accounts.

This year, the organisation made payments to a further 321 producer groups, in 53 countries, which are not Shared Interest customers. This was made possible through Shared Interest's "pre-finance" facility.

Alexander explained: "Fair-trade buyers often want to pay their developing world



Christine Lloyd



Patricia Alexander

suppliers in advance when placing an order. However, they can find themselves struggling to do this from their own cash reserves, especially in the current economic climate."

Despite the turmoil in the UK, people are continuing to invest with Shared Interest. An example of a Shared Interest investor is Christine Lloyd, a retired district nurse. A type of smallholder farmer herself, for the past three years Lloyd has deposited the money made from the sale of her eggs into a share account.

Lloyd said: "I opened the Shared Interest account with £100 and top it up with the sale of the eggs. I don't make a great deal of money from the eggs, but it makes me realise that if this was the only way I had of making a living then I wouldn't be able to afford the luxuries in life we all take for granted.

"For me, I know that whilst my money is with Shared Interest it is being lent out time and time again to fair trade projects in the developing world to help them grow their businesses and provide an income for their families and benefits to their communities."

**For more information about Shared Interest please go to [www.shared-interest.com/](http://www.shared-interest.com/)**



# From strength to strength



**N**ext year the FAIRTRADE Mark celebrates its 20th anniversary. Sales of Fairtrade products have gone from an estimated £2.7m in 1994 to £1.5 billion in 2012, and the range of Fairtrade products from three products to 4,500. Has it really made a dramatic impact? And what does the future hold? The Fairtrade Foundation's chief executive, Michael Gidney, is optimistic about the future of the certification scheme.

## Is there a future for ethical certification schemes?

Yes, because despite the recession consumers are showing more interest than ever before in the provenance of their products, how they are being made and who made them. More and more companies are responding to questions of sustainability and accountability in their supply chains. Both want a third-party endorsement or verification that their product is delivering on its claims. For Fairtrade this is not only the guaranteed minimum price and Fairtrade premium but a triple bottom line of social, economic and environmental sustainability.

## How is Fairtrade adapting its offering as a result?

The Fairtrade Foundation is a development organisation committed to tackling poverty and injustice through trade. After 20 years we are looking at ways of increasing our impact, so that we can enable more producers in developing countries to benefit from trade. We have seen how Fairtrade can transform communities overseas and also deliver lasting benefit to brands and retailers

but we need to step up the pace. Our aim is to develop new tools for the very fast-moving world of global trade and we have ambitious plans for new sourcing programmes in key commodities such as cocoa, sugar and cotton.

On the ground, we are working with farmers to respond to their changing needs such as climate change adaptation, water sustainability, access to finance, diversification into food crops and how to develop local markets. Fairtrade aims to enable producers to improve their organisation and run better and more sustainable businesses. Increasingly producers are using the confidence they gain through Fairtrade to invest in their businesses and take risks. Sugar farmers in Paraguay, for example, have used their Fairtrade premiums to buy the country's first producer-owned mill. Cotton farmers in Mali have diversified into food as well as cash crops. I saw a really innovative project on a recent visit to Kenya, where 8,000 smallholders in the Iriaini tea co-operative have started packing at source. This has enabled them to capture 60% more value from their trade but also provides a unique brand of tea (picked and packed locally) which is now for sale in Marks & Spencer. It is this spirit of sustainable entrepreneurship that Fairtrade aims to support in new ways in the coming years.

## Why is Fairtrade working with big brands such as Cadbury's?

Why not? Smallholders grow 70 per cent of the world's food – in cocoa, as much as 90 per cent. But many farmers are trapped in

a cycle of poverty, made worse by decades of price volatility and underinvestment in agriculture, and new threats from a changing climate. According to the UN half of the world's hungriest people are themselves smallholder farmers. This is not only morally unacceptable but also presents real problems for sustainability in the future.

Fairtrade will work with any partner that is sincerely committed to tackling this problem. Our purpose is to help marginalised farmers secure market access on fair terms. Fairtrade is the best known ethical scheme in the world, and unique in being 50% owned by producers themselves. Increasingly companies are responding to the undoubted public pull for Fairtrade; our experience is that trade can be done differently, so that it works for everyone in the chain: producers, companies as well as consumers.

## How does certification work – from compliance to commitment?

Fairtrade certification is just the start. Over the last 20 years we've seen many companies' commitment deepen. They will enter the Fairtrade system by complying with the globally agreed minimum social and environmental standards, paying the Fairtrade minimum price and premium and putting the FAIRTRADE Mark on perhaps a few products. However, as businesses become more engaged they see the value of Fairtrade not only to their brands but also to their supply chains and they increase their sourcing commitments, deepening their relationships with producers. For example, Sainsbury's has been working in partnership with Twin, Finlays and Comic Relief as part of a project funded by the Department for International Development's FRICH initiative (Food Retail Industry Challenge Fund) to develop, launch and promote a Congolese speciality grade Fairtrade coffee for distribution in the UK market. This three-year project is benefiting up to 3,200 coffee farmers and their families in the Democratic Republic of Congo. Companies are no longer just putting just the FAIRTRADE Mark on products but they are making Fairtrade work for their businesses. There is incredible potential here – the more public interest in Fairtrade increases, the more that smart companies will respond.

# Voice for the voiceless

Female farmers are the main producers of vital crops but their contribution often goes unrecognised. That needs to change, says **Senga Gull**.

Women produce 60-80% of the food in most developing countries and are the main producers of the world's staple crops – rice, wheat and maize. Despite this critical role in agricultural production, women are often disempowered and isolated, lacking legally recognised titles to the land they farm. They may lack negotiating experience when seeking access to markets or face discrimination because of their gender.

Smallholder farmers produce the majority of the world's coffee. Within that, women's work remains largely invisible, despite them doing 60-80% of the productive work. Not only do they not gain financially but they are usually not included in decision-making within their coffee co-operative, community or even household. This can be partly due to their workload but also their husband's reluctance to let them participate or their own lack of confidence. This is not just an issue for the women involved but for their communities too.

When we at Equal Exchange discovered that the huge contribution women make in the production of coffee was still going unpaid and unrecognised, we felt that there had to be a simple solution

So in 2011, with the help of our partner, Twin Trading, we developed our Grown by Women range. We purchase coffee directly from female farmers who are members of the coffee co-operatives we already work with, and sell it as Coffee Grown by Women under the Equal Exchange brand. This has helped empower women to join their co-ops,

take part in meetings and decision-making and receive payment for the work that they do.

Besides Fairtrade and organic premiums, we pay a small women's premium, and the female farmers decide themselves how this is distributed. It can go directly back to the farmers who produced the coffee as an incentive for more women to join, or it can be used as a fund to benefit the wider community.

We purchase from female farmers who are members of SOPPEXCCA in Nicaragua, UNICAFEC in Peru and Gumutindo in Uganda. Although current volumes are relatively small the effect is already being felt. The women themselves are feeling more confident and valued and are pleased that their voices are being heard at last.

UNICAFEC members have been actively trying to improve the role of women within the co-op. In 2006 there were 20 female members. Now there are 73 and they have representation on the board.

"When women are members in their own right they have access to information. They learn about process, premiums and are able to receive training. Therefore they can be empowered," explained the co-op's president, Felipe Alberca.

SOPPEXCCA had five female members in 2005. Now there are more than 280. Gumutindo has 76 women, 13% of the total membership.

The women's premium has been spent on

In Africa  
women grow  
**80%**  
of the staple food

Women-headed households make up around **40%** of all rural households in southern Africa and **35-40%** in parts of Asia.

And  
constitute over  
**70%** of agricultural workers and **80%** those employed in basic processing work like sorting, grading and packaging food.

a range of projects but are all inspiring and effective. In Nicaragua the money has funded a mobile cervical screening unit which is used by all women in the community. In Peru they have been replacing old stoves which produced black smoke with efficient new ones.

One of our organic coffee farmers, Norma Gaeda Paiva, from Nicaragua, summed it up nicely. "I am such a different person now to who I was before. I didn't like to speak before and would always run away. I'd feel too shy to talk and would want to disappear.

"There are a lot of women who are too scared to become organised and go to meetings. These are the people who still need our help. This is why I will continue to work for our visibility and value."

Senga Gull is managing director of Equal Exchange.

# Ethical credentials take more work than ever

Customers are increasingly demanding when it comes to corporate social responsibility, and investing in supply chains can pay handsomely, says **Paul May**.



When corporate social responsibility (CSR) was merely a buzz phrase, businesses looked to cleanse their sins by building a school or orphanage in a far-flung country.

Today, CSR commands full in-depth reports and strategies as companies try to meet growing consumer expectations about green credentials. The trend is increasingly towards investments that make sense for a company's brand – and partnerships that bring together development knowhow and commercial expertise to offer services that help secure future supply, as well as offering an engaging CSR story.

Many companies are increasingly concerned that ensuring a consistent supply of coffee of the quality their customers expect is a medium, rather than a long-term, challenge.

However the impacts of climate change coupled with rising consumption and consumer expectations from a booming middle class in Brazil, Russia, India and China, means that demand may one day outstrip supply in climate-sensitive luxury commodities such as coffee and cocoa. Even the Tesco chief executive, Philip Clarke, recently broke corporate ranks to concede that price rises in the UK were inevitable, saying: "Over the long run I think food prices and the proportion of income spent on food may well be going up ... it is the basic law of supply and demand."

As the recent horse meat scandal highlighted, food provenance is more than a good CSR claim for stakeholders or ethical

credential on products – it's about managing reputational risks from nasty surprises popping up further down the supply chain. This is especially important for companies making green claims, which invite an ethical spotlight on business practices.

Knowing your suppliers and forging meaningful long-term relationships makes good business sense by helping to ensure reliable supply and meet quality requirements. Twin, is a fair trade NGO with a coffee-trading business, which is currently working with businesses and their supply chains to help mitigate the effects of climate change. A devastating example of this in the last year across coffee farms in Central America has been an explosion of leaf rust – a fungal disease exacerbated by volatile weather patterns that has caused production losses estimated at 17% in the region. Twin is working with smallholders in Nicaragua, where (without climate adaptation) national coffee production is expected to fall 81.6% by 2050. The project sets out to mitigate the threat to farmers' livelihoods by developing more resilient production systems – but companies whose profits equally depend on the coffee they grow need to be doing the same.

Twin launched a climate initiative aimed at businesses, Adapt Now, this year. Adapt Now works within existing smallholder supply chains to tailor-make environmental services that respond to a company's long-term sourcing needs and are in line with the environmental policy of their co-operative suppliers. As well as developing more resilient

production systems, companies can invest in projects that make sense for their brand – so long as this also meets the adaptation priorities of the producers. The first Adapt Now project, in partnership with Marks & Spencer (M&S), coffee roaster Matthew Algie and Twin, will tackle water shortages on smallholder coffee farms in Peru.

The San Juan del Oro co-operative in the Peruvian Andes, a coffee supplier for M&S cafés, highlighted water supply as a critical adaptation priority for its crops. Rainfall in the region is becoming increasingly erratic and temperatures are expected to rise by up to 2°C over the next 50 years, putting coffee production at risk from heat and water stress and increased pests.

To tackle this, the Adapt Now partnership will work to protect water sources, install new coffee processing facilities, and develop a family awareness campaign on responsible water use. The programme will also support the co-operative to gain the Rainforest Alliance Climate Change certification, adding further value to the coffee.

Louise Nicholls, the M&S head of responsible sourcing and plan A, said: "It is our collective responsibility to work together as supply chain partners to adapt to climate change. As the UK's third largest chain of coffee shops, it's also good business sense for M&S to invest in the very people we depend on to deliver the great quality coffee our customers expect."

Paul May is communications manager at Twin and Twin Trading.

For more, visit [www.adaptnow.org.uk](http://www.adaptnow.org.uk)



# Fair but fattening?



Fairtrade's focus on sugar and chocolate is a problem while the West struggles with obesity but the benefits far outweigh the harm, argues **Margaret Rooke**.

Until recently I ran a tea and coffee stall at my husband's church to spread the message about Fairtrade to everybody who attended. At noon on a Sunday, people trooped out of the service and into the church hall to be confronted with Fairtrade tea, coffee, hot chocolate, sugar and, of course, delicious Fairtrade cake and biscuits. In other words, Fairtrade calories!

It didn't take long to notice the cringes on the faces of the mums and dads caught in a bind of watching their children consume with delight the ethical, sugary snacks – while a nutritious Sunday lunch was waiting for them at home. As well as pushing the Fairtrade message I had created a parenting dilemma: let them join in the fun or make sure they have room for their broccoli.

Healthy Fairtrade products do exist – fresh fruit, dried fruit, nuts, green tea, rice, quinoa and even footballs – but coffee, cocoa and sugar are three of the biggest and best-known commodities. These days it can be argued that products carrying the FAIRTRADE Mark, including Kit Kat, Maltesers, Cadbury's Dairy Milk and Tate & Lyle Sugars are beginning to dominate some sectors. With George Clooney and Nespresso now joining the Fairtrade family there's no doubt of Fairtrade's continued success with consumers.

Yet for those concerned with the obesity crisis and levels of addictive behaviour in richer countries, the Fairtrade seal of approval on coffee, sugar and chocolate products may feel galling. Encouraging

purchase – so that farmers in poorer countries will benefit – can be seen as feeding the problems of our own society. The parents at my tea and coffee stall would probably concur.

There is a crisis at both ends of the supply chain. Here we struggle with eating and drinking too much of the wrong things: an issue which must be tackled for our personal wellbeing and to help deal with the strain on the NHS and social services.

But the focus for Fairtrade has to be the crisis at the sharp end of the food industry. In the sugar-producing areas of Malawi, 85% of households run out of food at some point in the year. Brazil is notorious for poor conditions on its sugar plantations and its sugar-cane cutters have the lowest life expectancy in the country. How they would benefit from Fairtrade and its improved working conditions.

Sugar farmers within Fairtrade still struggle to deal with an increasingly volatile market, climate change and EU policies, all of which could damage their future. Every year farmers' lives are precarious – too much or too little rain or just a slight delay in weather makes all the difference to a harvest. Those operating within Fairtrade at least know they are guaranteed a minimum price for what they sell plus a premium to benefit their families and communities.

Coffee farmers at a Nicaraguan co-operative recently reported that their crops are suffering from a disease and the Fairtrade premium is being invested in vital new coffee plants. One smallholder, Fatima

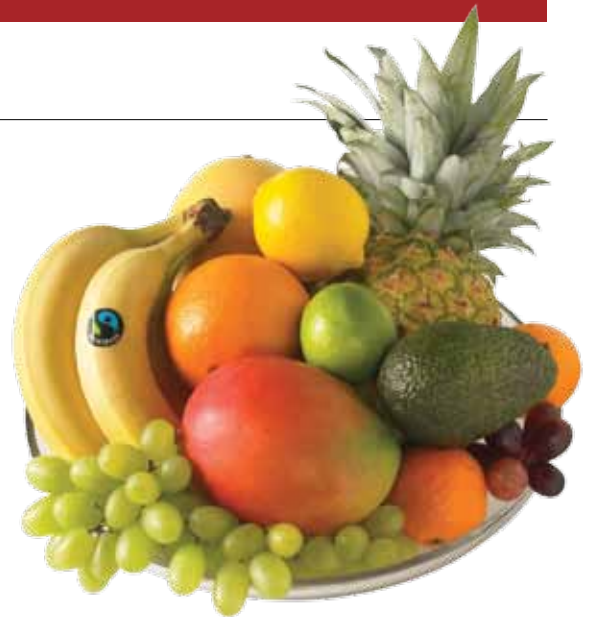
Ismael, said with relief: "Fairtrade is not just for the short term. This is a long-term relationship which, in our day-to-day lives, makes us feel we are not alone." Fairtrade works with more than 580,000 smallholder coffee farmers around the world who grow their coffee on farms of two hectares or less. The premium they earned brought investments of £23m to their communities last year, meaning clean water, education and healthcare. We are talking about meaningful change for people's lives.

Arguments continue about whether big brands such as Nestlé, Mars and Kraft should be part of Fairtrade when companies such as hot drinks firm Cafédirect and Divine Chocolate are run purely for the benefit of smallholder farmers. When the big brands cannot separate their Fairtrade crops from non-Fairtrade in the manufacturing process, even though the correct payments have been made, consumers can be upset. If they buy a bag of Fairtrade sugar they want those actual granules to be Fairtrade. But if supporters want Fairtrade to scale up and be accessible, big businesses will have to be involved.

Coffee is a consumer drink of choice here in the UK. Chocolate can at times feel like our best friend. No matter the potential improvements in our diets in the future, we will still be consuming these products whether or not they carry the FAIRTRADE Mark. Helping to fight poverty while we indulge has to be better than the alternative.

# A Fairtrade label is just the start

Businesses are being challenged to go even further in supporting farmers – and Compass Group has picked up the gauntlet



As the fairtrade market continues to grow companies are seeking ways to engage further with the farmers that they are working with as well as meet the growing customer demand for Fairtrade goods.

During Fairtrade Fortnight this year, Compass Group UK & Ireland launched a new industry-leading initiative, a countertop retail range named EATFAIR. This selection of the most popular Fairtrade retail products, initially introduced to 800 Compass sites across the UK, funds EATFAIR foundation projects from every purchase.

For every EATFAIR item sold, Compass donates 5p to EATFAIR projects, which have been carefully selected by Compass to support growers and producers from developing countries in bringing their Fairtrade-certified products to market.

Compass is well on track to embed EATFAIR into its business and will roll out the initiative to over 1,500 sites by the end of 2013. Oliver Cock, the commercial director for Compass Group UK & Ireland, said: "Compass is a proud supporter of Fairtrade and our commitment is to help farmers, workers and their families in developing countries improve their livelihoods and get a fairer deal for their products.

"EATFAIR resonates across every market sector that Compass serves, be that schools, workplaces, sports and leisure venues or hospitals. Supported by a strong humanitarian message, we believe EATFAIR



projects will make a genuine difference to the lives of Fairtrade farmers and their families."

Compass's first EATFAIR project is helping farmers in the Semliki co-operative in western Uganda. The co-operative is at the start of its journey and funds from the EATFAIR project will enable the farmers to become providers of Fairtrade Single Origin coffee. By improving the quality of its coffee, the co-operative will be able to command a price premium which will create more sustainable incomes for the farmers and their families in the future.

The team are not just offering technical support – the relationship is two-way, with the Compass team providing valuable insight into the UK market to the Ugandan growers. As well as seeds and tools, farmers are being equipped with expert training, helping them to nourish themselves, their families and their businesses.

Compass recently visited four producer groups in the Semliki co-operative to understand how the equipment for the cupping lab, funded by EATFAIR, will benefit the co-operative. Farmers have been encouraged to conduct first-stage sorting at microstations, which will improve their coffee quality. The funds for the cupping lab, combined with the recruitment of a local

cupping specialist, mean that Compass is involved in helping the co-operative develop from producing only industrial-grade coffee to specialist single-origin coffee. Compass is working to helping the co-operative gain Fairtrade status by the end of the year. It also has plans to bring the Semliki co-operative's coffee to its UK customers.

Ashish Deo, the commercial director of the Fairtrade Foundation, said: "In 2013 Fairtrade is challenging businesses to go further in their support for producers. The new EATFAIR range of products from Compass is a great example of an innovative way for a long-term Fairtrade supporter to go beyond the standards.

"I am really pleased to see the combination of higher sales through a widely available dedicated product range and additional contribution to producers' investment in improving agriculture. This will enable better producer impact and builds on Compass's continuing efforts to promote Fairtrade."

**Compass is the leading supporter of Fairtrade in the foodservice industry, achieving a number of industry firsts including swapping to 100% Fairtrade bananas and maintaining double-digit sales growth of Fairtrade products over the last six years. It won the MIDAS Innovation Fairtrade Award in 2009, 2010, 2011 and 2013.**

# Something to fear

Foodservice operators are concerned about inconsistencies when it comes to nutritional labelling on menus. Footprint is therefore working with industry leaders and government on how to adapt the Responsibility Deal pledge.



the cooking team will use more seasoning than others, so all products will be slightly different."

This fear of inaccuracy and inconsistency when labelling meals with salt, fat, sugar or calorie contents was again in evidence at the second roundtable of the *Footprint* Health & Vitality Special Interest Group in July. Representatives from some of the best-known names in foodservice attended, as well as Susan Jebb, chair of the Department of Health's Responsibility Deal Food Network.

***"Foodservice operators should not see the pledges as a straitjacket"***

Jebb urged the group not to be shackled by the deal's commitments. "I would urge foodservice operators not to see the pledges as a straitjacket," she explained. "If the current labelling pledges are hard to implement in the varied and creative menus you offer, let's think of other ways to signpost consumers to healthier choices. Unleash your own creativity in your quest to move the nutrition, health and wellness agenda on."

Calorie labelling is certainly an area where more creative thinking will be needed. The group discussed alternatives such as a coding system or sub-500 calorie sections on menus. However, all agreed that the most important outcome – no matter the approach – is to provide consumers with clear, consistent information to help them make healthy choices. This can't be done

with the current one-size-fits-all calorie labelling pledges within the responsibility deal. The group is therefore starting work on a new pledge proposal for Jebb's team, specific to the foodservice sector.

The group also covered the frustratingly stagnant consumption of fruit and vegetables. The Department of Health believed this would be a "quick win" on health thanks to the simple five-a-day message, but only 25% of the UK population achieve this target. It is the same across western Europe and the US, with fruit and veg consumption declining over the past decade, according to a study published by Rabobank in July. The analysis found a "common misconception" that unhealthy food is cheaper than healthy food; yet between 2006 and 2011, average consumer prices for fruit and vegetables in the EU and US increased less than overall food prices. Clever marketing can easily sway consumers towards processed products, it seems.

So what can foodservice companies do? One option is to make vegetables a pivotal part of the meal – something also being considered as part of the "eat less but better meat" campaign (see page 34 and *Footprint* June, p16). Making vegetarian options more mainstream could also help, as well as the promotion of seasonal options. The group is now seeking to compile examples of successful initiatives.

*If you would like to be involved in this special interest group, contact [events@footprint-forum.com](mailto:events@footprint-forum.com)*

**W**HEN IT COMES to healthier choices, customers want consistency. Clearer labelling both on packs and on menus should be seen as a priority. But that isn't always easy. Consider how long it's taken to agree on a standardised nutritional labelling scheme for packaged products and it's easy to see why foodservice companies are concerned about sprinkling information over their menus.

As part of the government's Public Health Responsibility Deal, caterers and restaurants are being encouraged to add calorie counts to menus. High street chains have lapped the idea up, with 70% having adopted the measure. But what about smaller restaurants with ever-changing menus? Or caterers with a plethora of sites, each with different chefs and staff and non-standardised meals?

As one industry leader pointed out at May's *Footprint* Roundtable (see May *Footprint*, p14): "The challenge is that all our products are made fresh in different kitchens around the country, and while we can give guidance on ingredients, some members of



# Time to take us seriously

Hospitality promises 30,000 jobs by 2015 but is calling on the government to get behind a sector that can 'get the economy moving'. **David Burrows** reports from the BHA summit.



**T**OO MANY voices and little government cohesion has diluted the lobbying power of the hospitality sector. "There are so many voices that government can play with us," admitted the British Hospitality Association chief executive, Ufi Ibrahim, after a lively debate session entitled Strategies for Success. This was a session where the likes of Dermot King, the Butlins managing director, and Lord Lee of Trafford, the chair of the all-party parliamentary group for tourism, gave the government a clear indication of how undervalued and undersupported many were feeling.

"Government hasn't got the message," said Lord Lee. "Tourism is the number one industry in more constituencies than any other industry in the country" – but "it isn't mentioned at all" in the main three parties' manifestos.

The Lib Dems do in fact refer to Britain's culture and heritage playing "a vital role in attracting visitors to the UK and boosting the very important tourism industry", while Labour mentions it in relation to the Olympics. However, this is not a reflection of

the sector's economic power and capacity. King said: "It isn't the financial sector or the petrochemical industry that will get people back to work, it's tourism." He added: "This is an industry that can get the economy moving."

Lord Lee also wants more support from across the government and is working on a "major campaign" before the next election to ensure there are the commitments to hospitality and tourism that "didn't happen last time around".

With three government ministers on show during the course of the summit, there was plenty for them to take on board. Tax equality with Europe was high up the list, with the UK ranking 138th out of 140 for price competitiveness.

It doesn't help that there is a lack of cohesion between government departments. The head of McDonald's UK, Jill McDonald, explained in a video interview that she "wants the opportunity to create more growth and sometimes the departments are pulling in different directions".

She was swiftly followed by the man who in

his words "brings departments together" – Greg Clark, the financial secretary to the Treasury. Clark said he wanted to make sure that the hospitality industry doesn't have a "shopping list" of departments to speak to and admitted that "too little has the contribution of this sector been recognised". In 2010, the prime minister said tourism was "fundamental to the rebuilding and rebalancing of the economy" and would



**Staycation scandal.** Butlins MD Dermot King said it is a "national scandal" that families are being taxed more to stay at home than to go to France. "It's the tourism industry that will get people back to work [but] we have to make the government listen."

www.essentialcuisine.com

essential cuisine

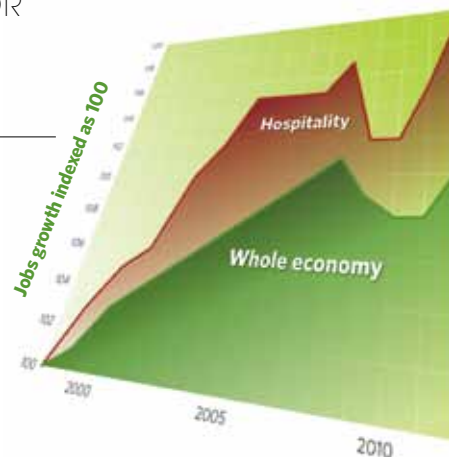
the stock specialists



provide “one of the best and fastest ways” of generating jobs and income. Words need to be turned into action, however, especially given the sector’s performance to date (see right).

But a matter of days after the BHA summit, reports suggested that spending on tourism marketing could be cut as the Department for Culture, Media and Sport faces an 8% cut in its budget.

## 30,000 jobs by 2015



**T**HE HOSPITALITY and tourism sector currently accounts for over 10% of the UK’s workforce, but businesses across the sector have committed themselves to create more than 30,000 extra opportunities for young people in the next two years. A total of 31,092 pledges have been made, including permanent roles, apprenticeships and paid university work.

The summit heard of the success stories so far – the Olympic volunteer who is now in a permanent job at Sodexo; the Domino’s pizza worker who now owns a Ferrari – but much more needs to be done to market hospitality as a potentially lifelong – and

exciting – career. “We need to get rid of the idea that services is servility,” said Alastair Storey, the BaxterStorey chairman.

Jobseekers interviewed on stage provided a timely insight into their struggles: some were questioning the value of their degrees; others complained of little or no feedback; while one pointed out how best to get the attention of the next generation. “Talk to us on Facebook and advertise on bus shelters because that’s where we’ll see it.”

*Go to [foodservicefootprint.com](http://foodservicefootprint.com) for more videos from the BHA summit and the apprentices.*



**Cohesion in Whitehall.** Lord Lee of Trafford said he is working on a “major campaign” to ensure parties committed themselves to tourism and hospitality in their manifestos for the next election. At the moment, he said, the government just “wasn’t getting the message”.



**It’s not easy.** Apprentices interviewed during the afternoon session explained how hospitality firms could do more to help them get on the job ladder. Some said they were questioning their degrees and asked for more feedback.



**Success stories.** As well as the jobseekers, there were also stories from those who, like Hannah (pictured), are working their way up the ladder. Hospitality is a sector where you don’t have to have a degree to get to the top.



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](mailto:sales@catererslinen.co.uk)

[www.catererslinen.co.uk](http://www.catererslinen.co.uk)

# My viewpoint

Sodexo's head of nutrition and dietetics, **Wan Mak** discusses how we can all play our part in improving children's diets in out of home market.



“Go back eight years to 2005 when we first saw a change to school dinners as a result of Jamie Oliver's TV documentaries, which revealed to the nation the poor standards of food quality and nutritional delivery. As a result strict legally binding food and nutritional standards were imposed on state schools throughout England. The likes of turkey twizzlers became a thing of the past. No doubt for those that serve school meals these standards are all too familiar.

In 2013 food and nutrition for children is once again in the spot light with the Education Secretary, Michael Gove announcing the new School Food Plan to 2018, based on a government commissioned review led by the restaurateurs Henry Dimbleby and John Vincent.

School dinners are now much better than pre-2005, but the new School Food Plan does highlight that only 1% of packed lunches provided by parents met with the nutritional standards applied to school food. There appears to be a misconception by parents that a packed lunch is healthier. What about foods provided to children outside of the home and in schools? Are the same nutritional balance and standards adopted by restaurants and pubs? It appears not. According to the Soil Association and their recent undercover research with Organix, 21 of the biggest high street restaurants and pubs revealed shortcomings around choice and healthy foods offered to children. 57% of those surveyed had manufactured meats like nuggets, sausages and burgers in most or all of their meat dishes. Main meals did not always come with a portion of vegetables and more than 80% had no

indication of where the food came from.

Knowing the recommended benefits of eating 'your 5 a day', for those eating out frequently this could pose some challenges. Only 13% of boys and 7% of girls aged 11-18 years are reported to consume the recommended five portions of fruit and vegetables per day (DH 2011).

With the School Food Plan revealing a possible lack of understanding by some parents in what constitutes a healthy balanced packed lunch, would parents know what to look out for or ask for when eating out?

Following their survey the Soil Association and Organix created the 'Out to Lunch' campaign that supports parents who want better for their children. Parents are guided to ask restaurants and pubs to offer healthy choices, made from fresh food that they can trust, and then share their experiences on Facebook or Twitter. A softer approach impacted through consumer pressure instead of enforced regulations and standards, which although can lead to change it may not always be the answer or welcomed.

This campaign highlights to restaurants and pubs what their current offering is and what needs to be changed. After all, one in nine meals are eaten outside the home.

. While these basic changes are just a drop in the ocean compared with the stringent food and nutritional standards in schools, it is nevertheless a great start to influence the out of home setting to offer more healthy choices to children. Any improvement can only contribute to a reduction in the current alarming childhood obesity rates.

We can all play our part in improving children's diets.





# Kids' menus under the spotlight

Wetherspoon is one of the few chains doing well at catering for children, who are getting a 'raw deal' all too often according to researchers. **David Burrows** reports.



**W**ETHERSPOON MIGHT not be the first port of call for health-conscious parents, but perhaps it should be. The pub chain, which boasts over 880 outlets in the UK, has been praised for its kids' menu, which includes veg with every meal and lots of fruity options for pudding – even the meals that count towards the five-a-day recommendations are signposted. “Wetherspoon’s menu is one of the best we’ve seen for making healthy eating easy,” said researchers at the Soil Association.

The research, part of the charity’s Out to Lunch campaign, was compiled using detailed feedback from 40 families, and further input from another thousand. The 21 pub and restaurant chains assessed were also approached directly for information – but only 11 provided any. The outlets were rated on provenance, healthy eating and attitude towards families. In general, the Soil Association found kids are being offered a “raw deal” when eating out. Many menus remain dominated by nuggets, burgers and sausages, while “eight of the chains don’t include any vegetables or salad in the majority of their main meals for children”.

With a nod towards the horse meat scandal (see *Footprint* March, p4 on line), there were also concerns over sourcing. “In the wake of horsegate, it also rings alarm bells that only one restaurant knows where its meat comes from,” said Joanna Lewis, the Soil Association’s head of policy. That was Jamie’s Italian, with staff able to consistently offer information about meat sourcing policies.

McDonald’s, which has just opened its supply chain to inspection by a small group of its customers (see *Footprint* June, p4 on

line), was commended, though staff were found wanting when it came to relaying procurement information to parents. The fast food giant was also marked down for availability of healthier foods, with no vegetarian option and a choice of just three main meals. The offering of fruit or carrot sticks instead of chips was, however, noted.

*Nando’s is famed for its chicken but there are veggie options too*

Nando’s fared a little better, with a 100% UK Red Tractor sourcing policy for its chicken. And there were also veggie options for young guests, cooked in-house.

Preparation and cooking of dishes in-house was an area that not many businesses were happy to talk about, said researchers and families. Only four of those that provided relevant information were cooking the majority of the children’s food in the kitchen. One was Wagamama, which offers children the same food experience as adults. “Their open-plan kitchen and restaurant is not just for show – you can rest assured that most of the food on your child’s plate is chopped and cooked for the first time in the restaurant,” read the report card. This also gives the restaurant flexibility in what it’s offering, said the Soil Association’s policy officer, Amy Leech. “Each restaurant or pub should offer children a portion of any adult meal – but that’s a challenge if it isn’t cooked fresh on-site.”

Wetherspoon’s senior food development manager, Jameson Robinson, welcomed recognition of the work carried out to source UK ingredients and offer balanced meals. But he admitted there was more work to be done,

including offering varying portion sizes.

Harvester, which ranked fifth, was commended for being one of the few that catered properly for the different needs of children, from baby to toddler and beyond. Free refills of Pepsi didn’t go down too well, though.

With four out of 10 parents saying they eat out at least once a fortnight, children’s menus represent a huge opportunity for foodservice and hospitality companies. While all are doing something right, few are getting everything right. The Soil Association is hoping for plenty of feedback on its site during the summer holidays as it looks for best practice among the biggest chains and also smaller restaurants so the sector can cater better for kids.

Pub/Restaurant	Rating (out of 80)
Jamie’s Italian	50
Wagamama	38
Wetherspoon	38
Carluccio’s	36
Harvester	34
ASK Italian	33
Café Rouge	33
Frankie & Benny’s	31
Strada	29
Nando’s	28
McDonald’s	28
Hungry Horse	28
Giraffe	27
Beefeater	27
Pizza Express	25
Pizza Hut	25
Zizzi	23
Brewers Fayre	20
Prezzo	17
KFC	14
Burger King	10

# 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.”



## Forgotten fruits

**D**ID YOU know that the UK has one of the largest fruit collections in the world? The National Fruit Collection, owned by Defra, is home to 3,500 named apple, pear, plum, cherry, bush fruit, vine and cob nut cultivars. It's part of an international programme to protect plant genetic resources for the future.

There are food security challenges ahead and the collection, which is located at Brogdale Farm in Kent and managed by the University of Reading, has a role to play. The university and Farm Advisory Services Team "aim to increase the utility and security of the collection, developing it as a resource for use in future research and breeding", says the website.

Over the years, many of the fruits have fallen prey to the commercialisation of

orchards, with crop and fruit size, appearance and storage durability winning out over character, texture and flavour. But some believe there's still a market for them. This includes the niche City fine dining business Lusso.

In a first for foodservice, the caterer has teamed up with Brogdale Farm to bring a selection of rare fruit varieties to market this season. This starts with cherries, berries and early plums, moving through to the autumn apple, pear and cobnut season.

Bloody Ploughman, Cat's Head, Peasgood's Nonsuch and Sussex Mother are some of the apples on offer – albeit in tiny quantities. Crops are only picked from two trees of each variety, with Lusso's client sites receiving 5kg boxes delivered by Reynolds. Not all the fruit will necessarily look pristine, but it will taste "wonderfully different to the usual bland commercial offering", says Lusso.

The firm's executive chef, Jim Wealands, adds: "There are some amazing forgotten fruit varieties at Brogdale – there's even a little pink apple that tastes just like pineapple. My chefs can't wait to get their hands on the fruit and start letting their culinary imaginations run wild."

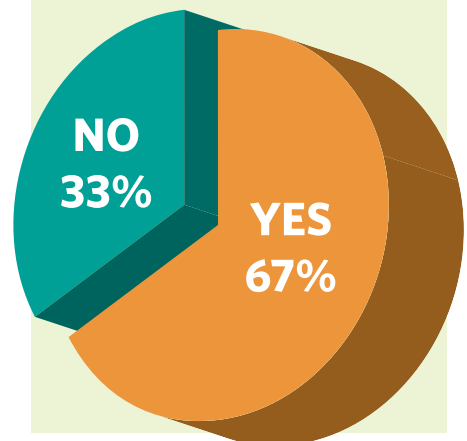


## Access all areas

TWO-THIRDS of foodservice companies believe their supply chains should be open to public scrutiny. However, a third feel their doors should remain closed, according to an exclusive poll carried out at foodservicefootprint.com.

The survey followed McDonald's decision to recruit a number of customers to "interrogate" its supply chain (see *Footprint* June, p4 on line). This was a break from the norm, with food companies notoriously – and traditionally – secretive when it comes to their supply chains. The horse meat scandal has changed all that.

Consumer confidence is also rock bottom. Just 49% of all Brits trust the food industry to provide safe food, according to research by Mintel in July. The question is: can any food brand afford not to improve transparency?



Nestlé has been named one of the top ten most reputable companies in the world in the annual 'Global RepTrak™ 100' study

Please see <http://www.nestle.com/media/newsandfeatures/reprtrak-study-2013> for further details



# The simplification of green claims

Even the EU admits that ecolabelling is a 'jungle' with 400 competing schemes worldwide. Could a new initiative make life simpler for consumers and producers alike?

**David Burrows** reports.



Photo: Allan Burrows

EUROPE APPEARS to be embarking on a drive to clean up the confusing world of ecolabels. There are more than 400 ecolabels available worldwide, covering everything from sustainable seafood to fair trading. In fact, there are 62 schemes just for carbon footprinting. This is creating confusion and a barrier to single market trade within the EU, which in turn is affecting the production of more sustainable products.

The European Commission raised the problem last year in a roadmap document which said: "The single market for green products is currently fragmented due to inefficiencies caused by suboptimal regulations (including the lack of regulation), resulting in unequal treatment of competing products/organisations and equal treatment of competing products/organisations with

different environmental performance."

In other words: it's not fair.

Consumers are also confused by what's on offer. A Eurobarometer survey this year found that 48% of consumers are confused by the stream of environmental information they receive. This is affecting their readiness to make green purchases, but it's also a major headache for businesses: which scheme do you choose?

As the environment commissioner, Janez Potocnik, pointed out, companies wanting to highlight the environmental performance of their products face numerous obstacles. Not only do they have to choose between several methods promoted by governments and private initiatives, but they are also often forced to pay multiple costs for providing environmental information. And at the

end of all that they face the mistrust of consumers confused by too many labels with information that makes products difficult to compare.

The hope is that the new initiative will bring a level playing field to what the commission's spokeswoman Pia Ahrenkilde Hansen calls the "jungle" of green schemes. "It's important to measure in a simple way across the European Union what the environmental performance is of products and organisations. This is essential for credibility," she said.

In July there was a more detailed Eurobarometer, specifically looking at green products. It found that although consumers are confused, they still appear to want more information: six out of 10 (59%) think that current product labels do not provide enough

## Analysis: Welcome to the jungle

“SAY YOU wanted to market a product as “green” in the UK, France, Italy and Switzerland. You would need to apply different schemes in each country. In France, you’d need to carry out an environmental assessment in line with the French method (BP X30-323); in the UK, you’d need to apply the PAS 2050 or the WRI GHG Protocol; in Switzerland, you would require ... well, you get the picture. Any bid for consistency and clarity is therefore welcome.

In fact, similar discussions are under way for more than just environmental lifecycle labels. The Global Sustainable Seafood Initiative wants to create “mutual recognition and comparability” for seafood schemes, which some say are “like watching a football game without rules and no referee”.

Ecolabels have done much to raise awareness of sustainability issues to consumers, but Europe is right to reel the schemes in. Consumers are confused and many businesses can’t see the wood for the trees, so standardisation (to a degree) will be welcome. We’ve got there on nutrition labels, so why not on environmental ones? The two could be combined, of course. Then again...



# Greengrocery

THE STRAPLINE for Tesco's latest food campaign is "love every mouthful". Catchy. And a little bit M&S, isn't it? The idea is simple, said the company's marketing director David Wood. It's "a reminder in our busy lives to savour every flavour, every scoop, every crunch, every drizzle, every mealtime conversation." It seems Dave's gone a bit M&S too. That's no bad thing. The horse meat scandal hit Tesco hard. Reportedly, though, the concept was dreamt up before the equine nightmare. But there are nods to the issue, and to the company's new war on waste (see *Footprint* June, p8 on line). "It's more important than ever that our customers know where their food comes from and about the dedication and energy that goes into the growing, tasting, picking and packing," wrote its UK MD, Chris Bush, adding: "We sell more food than anyone else in the UK and our passion for it has always been part of our DNA but we have probably not talked about it enough." Probably the less said about DNA, Chris, the better.

TESCO'S CHARM offensive has also extended to farmers. At the NFU conference in February, many believed the chief executive, Philip Clarke, when he said that he wanted to build stronger relationships with suppliers and introduce a more transparent supply chain. He was offering "the hand of partnership". And that's been extended directly to the NFU's director of corporate affairs, Tom Hind, who is set to become Tesco's first group director of agriculture next month.

SAINSBURY'S HAS achieved its 20x20 sustainability target to divert all store waste from landfill. It's also providing ways for its customers to waste less. For example, the recent Make Your Roast Go Further campaign helped customers create two additional family meals from every Sunday joint. And last autumn it responded to a terrible growing season by changing its approach to "ugly" fruit and vegetables. Strange, then, that it was recently found to be charging customers ordering wine in Ireland for plastic bags (there's a levy there) – even when the bags were not part of the delivery. And when one angry customer complained, they offered to send her the eight bags she'd been charged for. I think that's missing the point.

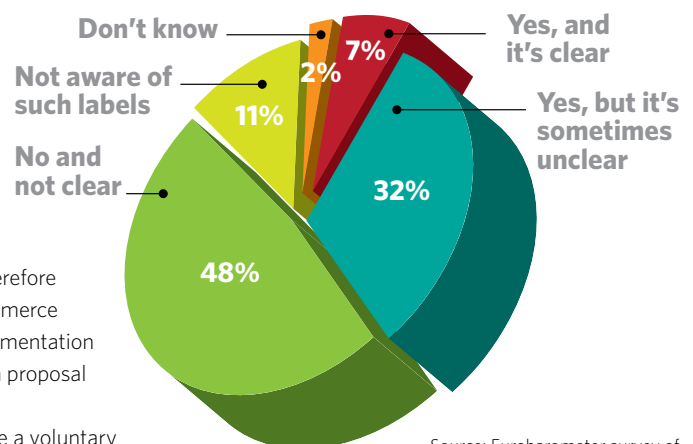
information about their environmental impact and a third (32%) believe the information is unclear for some products.

So what's the plan? The commission has put forward two methods, one for measuring environmental performance through the lifecycle of a product and another that can measure the environmental footprint of organisations. The benefits to those selling across borders could be significant (see boxout). On paper, the one-size-fits-all approach seems like simple logic, but lifecycle analysis is anything but.

Christian Verschueren, the director-general of the European retail trade group Eurocommerce, welcomed the move to fewer and clearer rules for calculating environmental footprints. However, he caveated this by saying: "The proposed methodologies are just one of many options.

Retailers and wholesalers already use a variety of effective means to calculate their environmental impact. One size will not fit all in this instance. It is therefore essential for the commerce sector that the implementation of this new European proposal remains voluntary."

It's likely this will be a voluntary initiative. So does that mean there's life in those 62 carbon footprint schemes yet? Only time will tell. And given that this is Europe, this could be a long time. The single market initiative is just getting under way and there is now a three-year testing period,



Source: Eurobarometer survey of 25,568 (published July 2013)

which for most sectors will begin in autumn. However, food and drink businesses will have to wait until next year to get involved.

# Money to burn

Energy costs for UK caterers could rise by 20% to over £920m by 2020, so why are they wasting so much?

**David Burrows** reports.

**T**HE CARBON Trust has revealed that caterers could save 3p per meal on energy as it launches a Cut Costs and Carbon Calculator (first reported in *Footprint* April, p20).

The trust's latest analysis shows that more than a quarter of a billion pounds in energy savings are possible every year. "This industry is acutely sensitive to volatility across its entire cost base with inflation outstripping RPI over the last 10 years," says Dominic Burbridge, the trust's associate director for business advice. "A great way to tackle this is to improve energy efficiency in kitchens, an area that is not currently regulated."

*The calculator could radically change the way in which capital and operating expenditure costs are judged*

Over 8bn meals are served every year across 260,000 sites, costing £770m a year on energy and resulting in 3.9m tonnes of carbon. By taking a more strategic approach to catering operations the trust's analysis estimates that a saving of over 30% (£250m and 1m tonnes of carbon) is achievable. This could more than offset any expected rises in energy costs.

Given the costs and that catering operations account for almost 2% of all business and public-sector emissions in the UK, the trust has developed the new carbon calculator.

With support from DEFRA, CESA, CEDA, FSCI and the BHA, the tool has been designed specifically for those involved in catering equipment manufacture and supply or the design, specification and operation of a catering site. It will enable users to fully understand how to enhance profitability and reduce environmental impact through activities including behavioural change, kitchen design, menu complexity and equipment selection.

As Burbridge told *Footprint* in April: "For operators, it'll help them optimise their kitchens and affect behaviour change. For designers it'll provide third-party, independent validation of equipment [energy consumption] figures. And for manufacturers it'll help drive innovation in line with the Ecodesign Directive."

The CESA chairman, Nick Oryino, says the calculator has the potential to "radically change" the way in which capital and operating expenditure costs are judged and it will help ensure that more efficient equipment is manufactured, specified and installed.

Some of the savings will require investment, while others will involve behavioural change. Currently, there are few incentives for on-site catering staff to use equipment efficiently, but experts have suggested that clients will soon be keeping a much closer eye on energy use in their kitchens (see *Footprint* January on line).

# Small businesses can do the carbon maths

ALL THE talk might be about mandatory carbon reporting for the UK's biggest businesses, but what about the small firms that want to reduce their impact and save money?

Well, DEFRA has launched a guide to help them calculate their carbon footprint. Available to download from the website, the guide outlines why carbon measurement is important and how to go about it. It's not rocket science but it's an excellent starting point for those businesses wanting to measure their impacts without spending money on expensive consultants.

The guide outlines seven steps to measuring emissions, starting with the areas of the business to include, the activities that create an environmental impact and the kind of data that needs to be collected. Even this doesn't have to be complicated, the guide explains, because much of the information is available on bills (water, energy, waste) and accounts (employee travel, fleet mileage).

This data can then be converted into greenhouse gas emissions using online calculators on the Carbon Trust's website. The catering sector now has its own calculator (see left). Then it's just a case of identifying how to cut emissions, set some targets and reporting on it. Simple.

Footprint is looking for a small food business that wants to calculate and manage its emissions to feature as a regular case study in this column.

For more details contact [david@foodservicefootprint.com](mailto:david@foodservicefootprint.com).

**NUMBER  
CRUNCHER**

**£770m** - energy costs per year for UK catering  
**£154m** - expected rise in energy costs by 2020  
**£250m** - savings possible in UK commercial kitchens



# STREET FOOD INSPIRED

**Recipes, ideas  
and tips to  
make pork  
the most  
exciting  
dish on  
your  
menu**



**SCAN TO  
DOWNLOAD  
YOUR  
FREE COPY**



Follow us on Twitter @porkforcaterers





## Caterpillar catering

THE PUSH for eating “less and better” meat (see *Footprint* June 2013, p16 on line) took a step forward this summer with the launch of a new alliance. A host of the usual suspects (including WWF-UK, Sustain and the British Dietetic Association) are involved in the Eating Better initiative. The objective? To demonstrate that the concept is “healthier for people and the planet”. Hugh Fearnley-Whittingstall has lent his support, saying that reducing meat consumption and committing to the highest welfare and environmental standards in meat production is “a no-brainer”.

There’s also a growing, and increasingly affluent, global population to feed healthily: there were 82.1m new mouths to feed in 2012, the highest annual rise in almost two decades according to UN data published on World Population Day in July. That will require significant changes to consumption patterns. But that might be confined to less meat and more veg. Some see farming insects as a high-value, low-impact option when it comes to protein in the diet (pigs produce up to 100 times more greenhouse gases per kilo than mealworms). Researchers at Wageningen

University in the Netherlands said in July that five insect species including mealworms, beetles, crickets and cockroaches contain the right quality and quantity of protein to “have potential to be used in foods”.

The UN Food and Agriculture Organisation has published a book about the benefits of farming insects, while a Scottish chef is trying to encourage Westerners to try caterpillars, grasshoppers and bee larvae. Ben Reade founded the gastro-pub Iglu in Edinburgh. However, he is also head of culinary research and development at the Nordic Food Lab – a research facility that studies the gastronomic qualities of insects. “For us in the West, it’s like a new genre of ingredient. It’s an exercise in changing food habits and increasing the acceptance,” he said recently. Mealworm Mondays could well be a harder sell than meat-free Mondays though.

NUMBER CRUNCHER

£1bn

Cash spent by parents on food and drink for their kids’ packed lunches

## Who said that?

“It isn’t just for government to make the case [for GM]. Industry, the scientific and research community, retailers, NGOs, civic society and the media all have a role to play in ensuring that this discussion is constructive, well informed and evidence-led.”



Environment secretary **Owen Paterson** reiterates his support for genetically modified foods (but caterers appear to be left out of the debate).

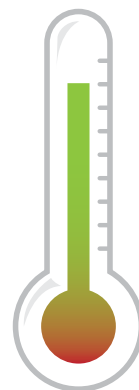
## From the web

### GREENER

- Pounds to shed pounds: A million quid is being invested in the UK’s Sustainable Food Cities programme in a bid to use good food to address problems including obesity and climate change
- Get honoured: The Footprint Health & Vitality Honours are open for entries
- Lab meat: Scientists have created the first test-tube burger, and thus the greener or grosser debate moves to another level

### GROSSER

- British food: If we started eating Britain’s annual food production on January 1st then August 14th marked the day when supplies would run out without imports
- Fatberg ahoy: A lump of congealed food the size of a double-decker bus has been removed from a London drain
- Gluten glut: Two in five sufferers of gluten intolerance find it difficult to eat out due to lack of choice



Our Food Our Future

*Sustainability: The Bottom Line*

Dublin, Sept 26th 2013

For more details go to

[www.bordbia.ie/sustainabilityconference](http://www.bordbia.ie/sustainabilityconference)



Working with nature

**Bord Bia**  
Irish Food Board

# We're proud to support Footprint

Leatherhead Food Research and Footprint are delighted to announce a partnership with the objective of offering Footprint readers and the wider food industry audience continuous and bespoke analysis and thought leadership.

Leatherhead Food Research provides focused expert technical support to enable the food and drink industry to maintain exemplar quality, safety and legal standards throughout the supply chain.



**Food Security** – We can enhance your existing audit schemes and knowledge of your suppliers through HorizonScan global food safety monitoring, meat speciation testing and crisis management services.

**Health & Vitality** – We can work with you to reformulate food and drink products to reduce sugar, fat and salt without compromising on taste, as well as ensure the legal compliance of your food labels.



**Waste** – We can help you valorise waste through exploiting a waste stream, as an input into new existing products internally or as part of an external partnership. In addition, we can evaluate the shelf life and stability of new/alternative ingredients and packaging through real-time and accelerated protocols.

**Pricing** – We can help you manage the squeeze on margins as a result of resource scarcity through product reformulation and optimising recipes/formulations for maximum sensory delivery at minimum cost.



**Water/Energy/Natural Resources** – We can help you reduce processing times and cycles to achieve acceptable product quality, and manage the energy inputs/outputs to manage resource usage, reduce energy wastage and save money.

Contact Steve Osborn at [sosborn@leatherheadfood.com](mailto:sosborn@leatherheadfood.com) to learn more about how Leatherhead Food Research can help you.



**THE POWER  
OF YOU**

Today, you have the power to do something amazing. The power to help farmers in developing countries build better futures for themselves, their families and communities. Smallholder farmers produce 70% of the world's food, but they make up half of the world's hungry people.

All you have to do is choose Fairtrade products, and change the world one purchase at a time.

Find out more at [fairtrade.org.uk](https://www.fairtrade.org.uk)