

US versus UK

Who is winning the obesity battle?

HAPPY BIRTHDAY

Responsibility Deal is three years old

CERTIFIED FOR LESS

New MSC scheme helps smaller firms

CORP COLLABORATION

McD's and KFC hook up on food waste

FOOTPRINT



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The detail is in the data

DEFRA sneaks out its update on government buying standards



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COMMENT

Driven to drink

David Burrows
Editor-in-chief



JUST BEFORE Christmas Julie Wilson opened the 900th JD Wetherspoon pub – the Poulton Elk in Poulton-le-Fylde, Lancashire. It didn't get much press. That was reserved for the Hope and Champion, managed by Steve Baldwin 224 miles away in Beaconsfield, a month later. Julie's might have been the numerical milestone, but Steve's marked the social one. Steve's pub is on the M40.

Service stations are an arm of foodservice that continually frustrate me. It's not the overpriced fuel. No, it's the food: if you have times to keep you are shackled by these branded beasts of bad, beige food. So I'm all for a little innovation by the roadside; perhaps Steve and Wetherspoons can deliver that?

However, campaigners suggest the £1.2m site is "deeply concerning" and will deliver one thing: drink-drivers.

It comes down to responsibility – a theme we will be covering in some detail this year, not least in our Pubs and Bars section. Drinking responsibly, eating responsibly, doing business responsibly. And, critically,

where the lines of responsibility are drawn.

John Torode (page 9) believes the nation's poor health is (in no small part) down to the nation. Not the chefs, the marketers or the supermarkets. I can see his point but industry – foodservice, food manufacture and food retail – have a responsibility too. Are they living up to it? Three years into the Public Health Responsibility Deal and the jury is still out (page 12).

Responding to the Hope and Champion's opening, the RAC pointed to a survey of 2,000 people that found 12% supported putting pubs into motorway service stations. I wonder how many would support putting better food into them?

There's a captive market of road users to educate, entertain and excite with UK food. Why not make it organic, or sustainable, or healthy – or all three? We've seen that people will pay for bad food, so why not for good food? Westmorland Farm Shops on the M6 (and soon arriving on the M5) provides a fitting template of what can be done – indeed, what should be done – with our service stations.

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8/10

Wellbeing

www.greentten.co.uk

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

8/10 Wellbeing

Definition
Healthy eating options and the necessary provision of choice for consumers is integral to most food service providers' offers. Overall health, energy and nutrient values, dietary needs, food labelling and the availability of healthy eating regimes have become central to catering strategies.

Measurement
By making available the nutritional values associated with given products within a buying profile we can create powerful dashboards that can be used to track various elements of product constitution. These metrics can be used to target reductions in fat salt and sugar and keep clients informed as to the content of the products and menu items offered to them.

Fifty shades of green

The latest update on the ‘greening government’ targets shows Whitehall doing well overall but with big differences between ministries’ performance. **David Burrows** reports.

THE GUARDIAN website has a rather nice “green-o-meter” tracking the government’s progress against its greenest government ever claims. In November 2013, the latest entry, the scale had hit rock bottom (“greenest never”) following the prime minister’s reported wish to cut the “green crap”. At the turn of the year it might have crept up a little, with the publication of the “Greening Government Commitments” report for 2012-13 – had the report been publicised.

The 60-page update on how the coalition is faring on issues such as reducing waste, cutting emissions and flying less has been tucked away on the DEFRA website. The lead ministers, Norman Baker (Home Office minister) and Oliver Letwin (government policy minister), point to “rapid progress on waste and water targets” with cuts of 15% and 19% respectively. Emissions also continue their downward trajectory with a 14% cut since 2009-10. In 2011-12 it was already at 12% so there’s a long way to go to meet the 25% target by the next election.

“This masks a wild variation in inter-departmental performance, and nowhere more so than in procurement of food and catering services”

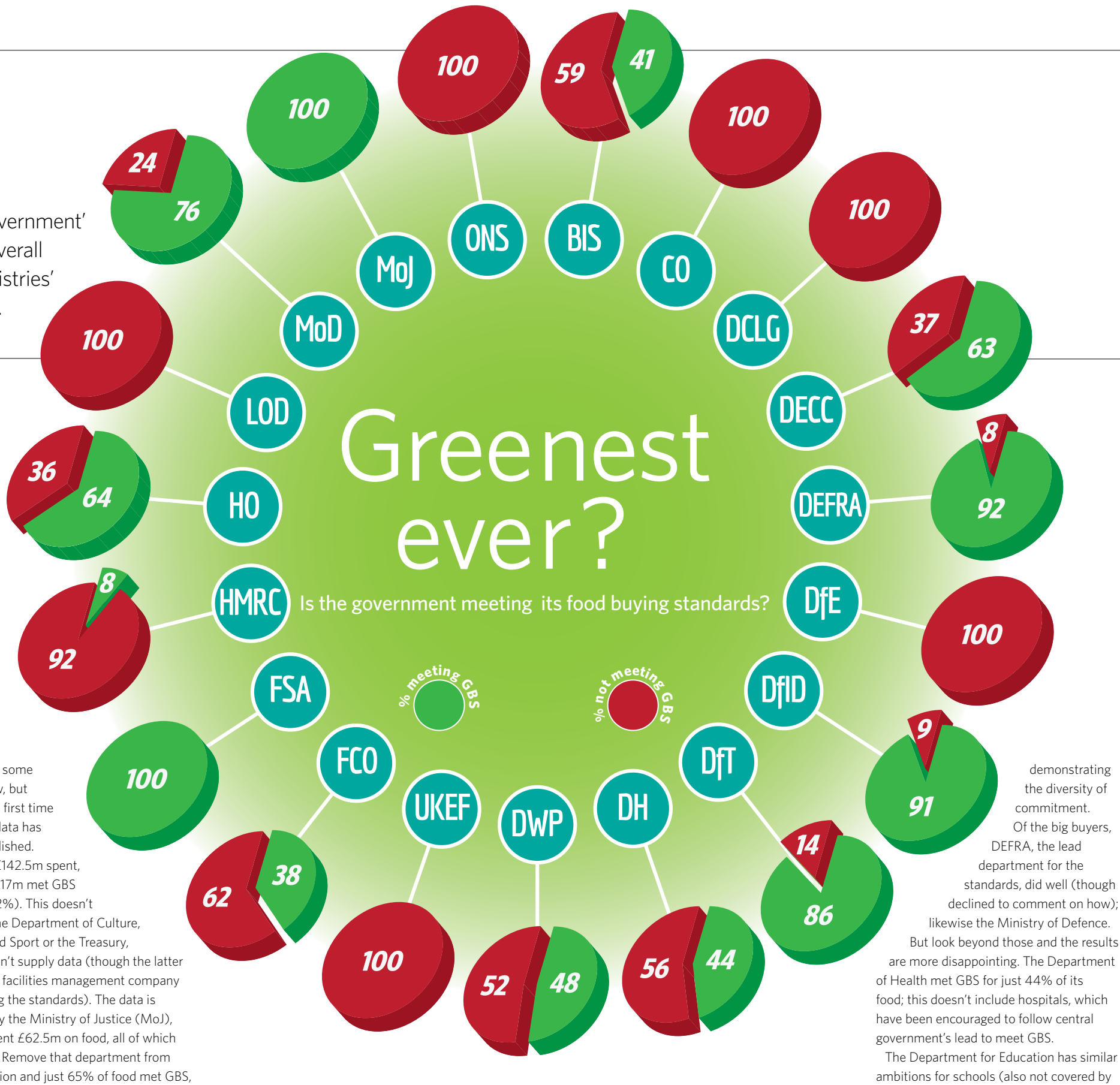
What is clear from the report is that the government estate is – slightly – greener than it was. However, this masks a wild variation in inter-departmental performance, and nowhere more so than in procurement of food and catering services. *Footprint* has been following the government buying standards

(GBS) for some years now, but this is the first time detailed data has been published.

Of the £142.5m spent, almost £117m met GBS (about 82%). This doesn’t include the Department of Culture, Media and Sport or the Treasury, which didn’t supply data (though the latter claims its facilities management company is meeting the standards). The data is skewed by the Ministry of Justice (MoJ), which spent £62.5m on food, all of which met GBS. Remove that department from the equation and just 65% of food met GBS,

Greenest ever?

Is the government meeting its food buying standards?



- Departmental key**
- BIS – Business, Industry and Skills
 - CO – Cabinet Office
 - DCLG – Communities & Local Government
 - DECC – Energy & Climate Change
 - DEFRA – Environment, Food & Rural Affairs
 - DfE – Education
 - DfID – International Development
 - DfT – Transport
 - DH – Health
 - DWP – Work & Pensions
 - UKEF – Export Finance
 - FCO – Foreign and Commonwealth
 - FSA – Food Standards Agency
 - HMRC – Revenue & Customs
 - HO – Home Office
 - LOD – Law Officers
 - MoD – Defence
 - MoJ – Justice
 - ONS – National Statistics

GBS) and yet none of the food it buys met the standards. Where does this leave the caterers that supply schools and which have been encouraged to follow GBS voluntarily within ever-tightening budgets? Should they be following the MoJ’s lead rather than their own central department?

A spokeswoman for the MoJ said its procurement strategy was, like all departments, based on “value for money for the taxpayer. But we also want to make sure that what we deliver is sustainable.” That’s what GBS, launched in September 2011, set out to do. “This is the delivery of a government promise to ensure that we do not use taxpayers’ money to undermine our own farmers’ high standards of production. By doing so, we’re practising what we preach and challenging the rest of the public sector to follow,” said the then farm minister, Jim Paice, at the time.

“DEFRA, the lead department for the standards, does well; likewise the Ministry of Defence. But look beyond those and the results become more disappointing”

Much like the prime minister, the claims were bold, but action and enforcement have arguably been meek, even in the face of what campaigners see as watered-down GBS. Compass, one of the biggest suppliers of catering services to government, has said in the past that “while the approach to procurement remains voluntary, change will not be made”. For some departments, at least, that is very much the case.

Manchester University case study

The University of Manchester is a Russell Group research institution based in Manchester, with 11,491 members of staff and around 39,000 students.

Martin Smith, Executive Chef at The University of Manchester first approached Delphis Eco during a review of cleaning procurement contracts, as an extension of the University's diverse sustainability policy.

Delphis Eco carried out site surveys across the University of Manchester's campus kitchens and provided nine like-for-like product alternatives and detailed cleaning guides.

Delphis Eco completed a six month trial at the university starting in May 2011 of the following products:

- Anti-bacterial Sanitiser
- Cabinet Glass Wash
- Dishwasher Liquid
- Hand Soap
- Heavy Duty Degreaser
- Multi-Purpose Cleaner
- Rinse Aid
- Washing-Up Liquid
- X Factor Cleaner

The trial was a success and proved Delphis Eco products were:

- as effective as their previous products
- cost-effective relative to previous products, resulting in a saving of £3,000

Delphis Eco also rationalised the range of chemicals used on site by saving on:

- administrative costs (fewer invoices per month)
- associated delivery costs
- associated carbon footprint
- storage (a valuable asset in kitchens)



Trial Conclusion:

Based on the successful trial of Delphis Eco products the University of Manchester fully rolled out the use of Delphis Eco products as standard across 14 kitchens and 22 outlets. The bar manager at the University of Manchester is also considering a Delphis Eco trial at the main bar.

Delphis Eco

t: +44 (0) 203 397 0096
e: sales@delphiseco.com
www.delphiseco.com

Delphis provided impeccable customer service right from the start, surveying our chosen sites and seamlessly switching us over in just three days, and providing the staff with cleaning and usage guides. As a result we made a considerable saving to the kitchen cleaning budgets and proved that natural cleaners were as effective as chemical cleaners.

Martin Smith, Executive Chef



New ISO 14001

INTERNATIONAL STANDARDS provide structured frameworks for organisations of all kinds to improve their performance, writes Martin Baxter, the executive director (policy) at the Institute of Environmental Management and Assessment. From an environment and sustainability perspective, whether an organisation manufactures tanks, clothing or bread, it has the opportunity through the environmental management standard ISO 14001 to reduce its impact on the environment and improve business success.

The widespread use of ISO 14001 by businesses makes it the single biggest global voluntary initiative dedicated to improving environmental performance. More than 285,000 organisations worldwide – including those in the food and hospitality industries – are certified as meeting the standard's requirements.

The International Organisation for Standardisation (ISO) regularly reviews its standards to ensure they meet the needs of business and help improve performance. ISO 14001 is currently being reviewed so that it addresses future challenges and reflects some wider changes made to ISO's frameworks.

The proposed changes, being developed by an international working group of which I'm the UK representative, will come into force in 2015. After that, every current and future user, irrespective of their industry, will have new requirements to work to and objectives to achieve.

So what's changing? The new standard will have a greater focus on improving environmental performance across the whole value chain of an organisation – including environmental impacts associated with supply of ingredients, energy and distribution. Further key changes include the need to:

- take a whole life-cycle perspective to identify environmental impacts that an organisation can control and influence – suppliers, end-users and final disposal
- evaluate risks and opportunities in the context of changing environmental conditions, notably the climate
- ensure data and information on an organisation's environmental performance supports improvement
- be able to demonstrate compliance with environmental laws and regulations

The extensive supply chains which are typical in the foodservice and hospitality industries mean the new standard will present challenges, but also many opportunities to improve performance. Better environmental performance presents every organisation with the opportunity to save money on energy, resources and supplies.

Once finalised, the updated version of ISO 14001 will help all organisations to improve business and environmental performance and gain recognition for their achievements.

NUMBER
CRUNCHER

59%

The percentage of diners who don't want to have to think about food waste when eating out (WRAP). Messaging therefore needs to be subtle (see page 24).



TUCO
Share. Learn. Buy. Grow.

TUCO (The University Caterers Organisation) is delighted to formally announce a partnership with Footprint for 2014.

TUCO and Footprint come together in a joint initiative to support health, well-being and sustainability within Higher and Further Education throughout the UK.

Who said that?



Photo: James Darling

"There are no industry figures for surplus food that's fit for consumption [and thus redistribution]. We believe it's somewhere between 300,000 and 400,000 tonnes."

Lindsay Boswell, chief executive of FareShare, makes the case for more food "waste" to be redistributed. FareShare rescued 4,200 tonnes of surplus food last year.

From the web

GREENER

- Eat happy – the roll-out of a UK-wide educational programme to teach primary school kids about food starts
- Airport food (waste) – Mitie is helping Birmingham airport divert its food waste to a local renewable energy plant
- Patient benefits – hospital food is fit for a (future) king, as HRH the Prince of Wales celebrated improvements in quality

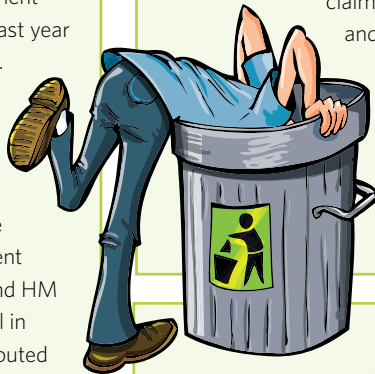
GROSSER

- Lost leader: Senior executives are seen as a main barrier to the implementation of energy efficiency programmes, according to 2degrees.
- Horse meat – Labour's shadow environment secretary, Mary Creagh, claimed thousands of tonnes of equine meat may have entered the food chain before 2013
- New finance – banks rejected up to £72.4m of loan and overdraft applications from SMEs in the catering and hospitality sector in the third quarter of 2013



Waste Watch

LEVELS OF WASTE are rising in some government departments. According to the published-but-not-publicised 2012-13 "Greening Government Commitments" report (page 4), the government managed to cut its waste tonnages by 13% last year which ministers called "significant progress". Some 76% of waste was diverted from landfill across the government estate, saving £8.5m. However, the figures conceal a wide variation in performance at a departmental level, ranging between the Department for Transport's 49% of waste sent to landfill and the Food Standards Agency and HM Treasury, where no waste was sent to landfill in 2012-13. Success in many cases can be attributed to changes to the size of the estate in recent years. However, this has also led to some poor performances. Four departments – including the Department for Business, Innovation and Skills and the Department of Health – reported worse results than in 2011-12. DEFRA, the lead department, is also some way off meeting the 2014-15 target to cut waste by a quarter.



SUPPLY CHAIN inefficiency has been identified as a major contributor to food waste. Globally, food waste has topped 1.3 billion tonnes, with lost or wasted food costing more than \$750 billion (£560 billion) a year, claimed the World Economic Forum. Yet agriculture and consumer policy remains "focused on production and retail improvements, with insufficient action on supply chain and trade connections". The problems are most acute in poorer regions, where 94% of food loss and waste stems from supply chain inefficiencies, yet just 5% of agricultural funding is spent on post-harvest improvements.

WOMEN ARE better at recycling than men. But men put the bin out more often. A case of monkeys and organ-grinders perhaps? The claim comes from a survey by BusinessWaste.co.uk which showed that 39% of women checked that the recycling bins had the right stuff inside. Only 19% of men took responsibility for this. However, it was left to the man of the house to take the bins out (more often than not) and to head to the tip. "We can coin a phrase here, and say that 'There's truth in what we throw away,'" said BusinessWaste.co.uk's Mark Hall, "and the truth is that women are just far more organised with rubbish than their male partners."

Your waistline, your problem

CRITICS NEED to cut chefs a bit of slack when it comes to healthy food. While information and transparency on what's in meals can always be improved, responsibility for the growing waistlines of most Brits should not be laid at the door of restaurants and foodservice outlets. At least according to John Torode.

In an interview with *Footprint*, published in full in next month's issue, the celebrity chef, best known for his role in reinventing and fronting the TV series "Masterchef", pulls no punches when it comes to the health agenda.

"Human beings know what makes them fat – they know the whole equation behind food and exercise. If people don't eat healthily it's not the fault of the chefs or the marketers or even the supermarkets. I think there is probably something to be

said about clarity – what is in things and the honesty about what is in things. But besides that I think people should find a way of being informed and making their own decisions."

With its huge number of followers, surely "Masterchef" has a responsibility to its audience in relation to promoting healthier, or at least balanced, diets? Not according to Torode. "At the end of the day, we're not called 'Masterevangelist'. We're not called 'Masterprotester'. And we're not called 'Masterawareness'. We're called 'MasterChef'. We are just there to find the best amateur cook in the country," he explains.

The Australian chef also talks about the challenges in making the public aware of sustainability and his support for the Pig Campaign and beef industry.



The Political Print

SUGAR HAS been a staple of the British diet ever since William Gladstone removed a tax on it in 1874. But while the equally ubiquitous salt and saturated fat have been the focus of government health campaigns aimed at reducing their consumption, sugar has stayed beneath the radar despite growing links to obesity and diabetes.

In 2014, however, sugar looks set to take its turn in the spotlight. In January a group calling itself Action Against Sugar was formed to campaign for a reduction in added sugar in products such as cereals, yoghurts, soft drinks and confectionery. The group, formed by the team behind Consensus Action Against Salt, believes a 20% to 30% reduction within three to five years is achievable.

And all of sudden it seems to be open season on sugar. Prime-time documentaries and newspaper articles have sought to expose sugar's contribution to the obesity epidemic. Even the World Health Organisation is thought to be considering lowering its recommended maximum consumption of added sugar, from 10% of calories in our diets to as little as 5%, in light of a review of the scientific evidence. All

the while industry executives have been at pains to point out that, when consumed in moderation, sugar can be part of a healthy balanced diet.

The job of policymakers is to pick their way through the rhetoric and adopt a position based on the best available evidence. So what are their options?

A tax on products containing added sugar would certainly appeal to health campaigners but this option would be hugely controversial, not least because the evidence for sugar's contribution to obesity remains inconclusive. The only link that has been accepted by all stakeholders is that between sugar consumption and tooth decay. Connections with obesity and related diseases such as diabetes are still fervently disputed.

Even if new evidence were to emerge proving beyond doubt a link between sugar

consumption and obesity, a regulatory route that penalises the food industry is unlikely to find favour in Westminster. The government is currently operating a one-in-two-out policy on regulation whereby if a new law adds any additional cost to business the sponsor department has to remove or modify existing regulations to the value of £2 of savings for every pound of cost imposed.

Those following the sugar debate will have their eyes trained on Mexico where a groundbreaking tax on sugar-sweetened beverages has recently been imposed.

The reality is that in the current political climate any policy decision relating to food must consider the trade-off between potential health or environmental gains and the effect on the growth agenda. The word in Whitehall is that growth continues to trump

other considerations, most recently over DEFRA's decision to take up an exemption from new EU regulations which limit the amount of fat and collagen used in minced meat.

Those following the sugar debate will have their eyes trained on Mexico where a groundbreaking tax on sugar-sweetened beverages has recently been imposed. A third of the Mexican population are obese and 14% of the population have diabetes. If successful in reducing consumption, the policy could open the floodgates to similar measures being adopted elsewhere.

For the time being, the UK government is more likely to take its lead from its own advisory body – the Scientific Advisory Committee on Nutrition – which is due to report this year on the role of carbohydrates, including sugar, in people's diets. Here again

controversy exists, with Channel 4's recent "Dispatches" programme claiming that five out of seven members of the committee have received funding in some shape or other from suppliers of high-sugar products including Coca-Cola, Mars and Barry Callebaut.

The most likely short-term outcome is that the government introduces voluntary targets for sugar reduction under the Responsibility Deal. This approach would placate campaigners who could hold businesses accountable to government-approved targets while progressive companies would be able to seek competitive advantage by reformulating current products or introducing new zero-sugar variants, which replace sugars with natural sweeteners such as stevia.

One thing's for sure – sugar's unlikely to be allowed to shun the limelight any longer.



Manufacturing Excellence from The Stock People

Nigel Crane, Essential Cuisine Managing Director



“WHETHER YOU’RE a chef crafting a perfectly balanced recipe, or a food manufacturer building a production facility from the foundations up, passion for excellence means each element must be the very best it can be. As any chef will tell you, paying mind to each building block ensures the best possible end product – we feel exactly the same way about our ranges of premium stocks, jus, gravy, demi-glace and glaces, and the environment in which we produce them.

“In September 2013, Essential Cuisine proudly unveiled a brand new £1m state-of-the-art, energy-efficient production facility. The site for expansion was not some far flung land but a development of our pre-existing headquarters in Winsford, Cheshire – our British hometown.

The development spells good news for

chefs across the UK – part of the new 1500sqm space is now a ‘playground’ for our team of chefs to get creative, a challenge they have accepted with glee. Room to spread our wings means brand new products can be developed, while proactive work with chefs to develop bespoke menu solutions for the trade – an opportunity that truly sets us apart in the market – can continue to develop.

Crucially, the new space has allowed us to bring the majority of production in-house. Chefs can find great reassurance in the fact that an improved visibility of supply chain means even more consistent, high quality stock products.

“Six months in and production has surged to a phenomenal 50 tonnes of stock and jus each month. With such a level of productivity, we have taken several steps to ensure both our energy efficiency and food

safety measures are the very best they can be – essential rungs on the ladder in the pursuit of excellence.

“Last month we gained a coveted A-grade accreditation from the British Retail Consortium (BRC) – a process which ensures a company is meeting the highest standards of care in the supply of branded food products. The audit is an exacting test of your suitability as a food producer and leaves no stone unturned. To emerge with the highest rating possible is, therefore, a tremendous achievement and means chefs can rest assured that they are not only using the finest stock products on the market, they can also trust that this quality will be passed on to their customers, every time. Indeed, every batch of product we make is tasted twice by trained quality technicians. Yet more evidence that professional kitchens across the UK are receiving only the very best stock products to take their menus to a new level.

“At the end of 2013, the facility was also awarded an extremely high energy performance asset rating of B – the score indicates the energy efficiency of the building itself, fabric, heating, ventilation, cooling and lighting systems. Over time, the move represents a significant reduction in our Co2 emissions. With the positive endorsements that these accreditations bring, Essential Cuisine is now fully equipped to move forward bigger, stronger, safer, more united and more sustainable than ever before.”

For almost 20 years Essential Cuisine has been producing outstanding stock ingredients that help to unleash the creativity of chefs in all sectors, always delivering good taste, with absolutely no quality compromise. Despite the company’s rapid development, the chef led focus remains a comforting constant. The people at the heart of the business understand the hospitality industry better than most because they have experienced the buzz of professional kitchens first-hand. Who better, then, to trust with the success of your sauces, jus and gravies than The Stock People, Essential Cuisine.

Creating ingredients to inspire.

My viewpoint

US progress on child obesity has won praise from Britain but both countries have much to teach each other, writes **Greg Silverman**.

“IN HIS LATEST state-of-the-union address, the US president, Barack Obama, pointed to Michelle Obama and her Let’s Move! Campaign as an example of how “partnership with schools, businesses, local leaders has helped bring down childhood obesity rates for the first time in 30 years”. Across the pond the health secretary, Jeremy Hunt, has noted US progress on tackling obesity and suggested that Britain should embark on “national soul-searching” to stem the tide.

Childhood obesity rates have dropped in some communities in the US, giving hope for progress on a serious public health issue. Recent Centres for Disease Control (CDC) data shows that, of 40 states analysed, 20 had obesity rates that held constant, 19 had a decline of less than 1% and only three states increased.

It is unmistakably good news that the rise seems to be slowing, but the overall rates of childhood obesity are still unacceptably high, affecting 17% of children aged two to 19. And as the CDC director, Tom Frieden, has said, “obesity remains epidemic.”

The Let’s Move! campaign is seeking to reduce US childhood obesity rates to 5% by 2030. There is a lot of work yet to be done to reach that goal. As a chef who has worked in nutrition education in both London and Washington, I see more similarities than differences in how we attempt to stem the national tide of childhood obesity within a generation.

In my time working with school kitchens in Tower Hamlets, Sure Start centres in Richmond and food festivals in Kensington, I saw much of the same collaborative progress in Britain as President Obama mentioned in the US.

Schools are working with corporate caterers to change menus. Restaurants and corporate food producers are adding healthier offerings. Parents and caregivers are learning to shop smarter and cook healthier. Collaboration takes time and motivation but proves successful on almost every front.

Collaboration is the name of the game at my organisation, the US national anti-hunger group Share Our Strength. It was founded 30 years ago by brother and sister Billy and Debbie Shore on the premise that everyone has a strength to share in the fight against global hunger and poverty. Our priority in this fight is to end childhood hunger in the US through our No Kid Hungry campaign.

Hunger affects one in five US children, and like obesity it affects all aspects of children’s lives: health, education and economic potential. No Kid Hungry is an anti-hunger effort, but it’s an obesity prevention strategy too. We are making sure that all kids have the healthy food they need every day, so national progress on child obesity puts wind behind our backs.

It’s clear that the solutions to hunger and obesity are often similar, whether they are more mothers breastfeeding, very young children eating foods associated with a healthier diet, more parents and childcare providers being educated on healthy eating and smart shopping, through our Cooking Matters programme, the involvement of healthcare providers, more children getting a healthy breakfast at school or new public policies.

We continue to take our name literally; we truly believe that everyone has a strength to share. Chefs, corporate leaders, governors, mayors, teachers, headteachers, mums, dads



and even kids themselves each have a place on Team No Kid Hungry.

One way that millions of Americans have shared their strength is through doing good and eating well at our culinary events. Chefs and restaurateurs donate their time, talent and passion to ensuring no kid goes hungry in the US by participating in our tasting events, seated dinners, and nationwide dine out promotion. Guests enjoy a unique culinary experience and help move us closer to our goal.

We’re excited to be bringing this flavour-packed programme to London in the coming years, which will help us broaden our reach to address child hunger and obesity.

What Share Our Strength and the No Kid Hungry campaign have to share with colleagues across the pond is not the answer but instead one of many collaborative answers necessary to truly end epidemics such as hunger or obesity. As encouraging as the results cited in the CDC report are, there’s still a lot more work to be done.

This is not a competition of which city, state or nation is ending childhood obesity the fastest. Instead, this is the time for deeper collaboration to share best practice, successes and failures as we seek to make real, lasting change.

Please share with me how you personally or professionally are committing to collaboratively making change in your community.”

Greg Silverman is director of national partnerships at Share Our Strength

Deal or no deal?

The Public Health Responsibility Deal is three years old this month, but is that a reason to celebrate?

YES

Attitudes, like waistlines, take a long time to shift, but the signs from the front line, or in this case, the high street, are positive

"I HAVE BEEN in the food industry for over 30 years, working in sales for a number of large manufacturers, and there are few corners of this business that I don't know. However, if you had put this question to me 12 months ago, I would have had few insights into the ins and outs of the Public Health Responsibility Deal, much less been bold enough to comment on the success of this cornerstone of government public health policy.

From the beginning, the Responsibility Deal was aimed mainly at those large consumer-facing businesses (Nestlé, McDonald's, Kellogg's) whose brands and products are most associated with obesity and poor nutrition – the easiest targets, if you like.

Judging by the media coverage surrounding the deal, and in particular the launch of a Saturated Fat Pledge last November, these businesses remain the government's principal targets, and where the greatest expectation to reformulate or reform lies. But that is not to say this is where the impact of the deal ends.

In my role as omega-9 oils market manager for Europe at Dow Seeds, I have day-to-day contact with a broad range of businesses from vast multinationals like those mentioned above to smaller, independent restaurants and producers. These businesses all get the same patter from me – namely that the oil produced from omega-9 oils is low in saturated fat (our sunflower oil contains 75% less saturated fat than olive oil) and high in monounsaturated fats. Until a year ago, interest in the deal and the overall public health debate was

restricted to the larger businesses only; now it is the small high-street businesses that are getting on board too. There are a number of reasons for this.

For a start, the government is increasingly turning its attention towards this sector – last year, the then public health minister, Anna Soubry, met the country's fish and chip retailers to address their role in improving the nation's diet – and even discussed the development of a "healthy eating sticker" to display in participating shops around the country.

As further evidence of this, we were delighted to see that one of our customers, Enoch's Fish & Chips, a small independent Welsh business, was chosen as a case study in last year's Saturated Fat Pledge after it switched to omega-9 oils and thus removed two tonnes of saturated fat per year from its customers' diet – that's just one shop.

Secondly, as part of the deal, local businesses are getting increasing advice from local government – which now has responsibility for public health including obesity – about how to improve the health of their staff and customers.

Finally, customers are changing. They read in the papers about the responsibility of their cereal manufacturer to cut salt, fat and sugar from their products, and are increasingly expecting their local restaurant to do the same.

So the Responsibility Deal is having an effect on the type of businesses that are following the national public health debate. It is also affecting the type of measures being undertaken – no longer just a question of large-scale reformulation or marketing

practices but smaller-scale, incremental improvements which, while far less expensive, can be just as effective. Indeed some – like switching to a new type of oil, trimming portion sizes or even using a salt shaker with fewer holes – can result in cost savings for the businesses involved.

Ultimately isn't that the principle of the deal: that better nutrition and obesity are everyone's responsibility if a long-term change in behaviour is to be achieved? This was never going to be an overnight success – attitudes, like waistlines, take a long time to shift – but the signs from the front line, or in this case, the high street, are positive."



Richard Burrell, client and European marketing head at Dow Seeds, was involved with the saturated fat pledge in the responsibility deal.

NO

Most of the restaurant chains that agreed to add calorie labels to their menus declined to sign the calorie reduction pledge to reformulate or reduce the portion size of their products

"THE RESPONSIBILITY Deal's voluntary, partnership approach is claimed by government to have achieved more, faster and cheaper, than regulation. Our research and that of others has shown that it is the collaborative, voluntary working practices of the approach that have undermined its potential as a public health policy tool and hindered its ability to deliver at a population level.

The Responsibility Deal is among several types of voluntary arrangements that have emerged in the past decade. The argument in favour of collaboration with industry partners is that it is more effective than acting independently. The argument against suggests that the approach affords industry the opportunity to influence the development of public health policy to its own ends. There is little doubt this has been the case.

Take the Responsibility Deal's approach to calorie reduction, designed as a public-private-NGO partnership to be governed by representatives of each sector. However, only one of three high-level steering group positions reserved for public interest NGOs was occupied as of July 2013, while industry representatives remained at their full complement of six. This imbalance could explain some of the changes to the pledge that we discovered after five freedom of information requests to the Department of Health (see below).

Of particular note is the introduction of the phrase 'education and information'. This fundamentally expands the core remit to allow pledged actions that are not directly related to calorie reduction but which focus instead on providing information to

consumers about calorie reduction and choice of foods. Also notable is the change from a commitment to report progress to a commitment to report actions. This risks legitimising the reporting of actions that do not represent an advancement in calorie reduction.

The voluntary nature of the deal is also a fatal flaw, and one needs to look no further than the overlap between companies that signed a separate calorie labelling pledge and those that signed the calorie reduction pledge for evidence of this. Most of the restaurant chains that agreed to add calorie labels to their menus declined to sign the calorie reduction pledge to reformulate or reduce the portion size of their products. This is despite many of those businesses being characterised by high-calorie, energy-dense foods to which the calorie reduction pledge would be particularly relevant.

Finally, there is the monitoring of progress. The five billion calorie reduction target was set by government as a means to calibrate the scale of action at national level. Signatories must report actions that contribute towards the national target via an annual monitoring form published on the Responsibility Deal website. However, during the consultation process the requirement for quantitative monitoring metrics was removed. We also found no evidence of plans to monitor or evaluate outcomes at the population level.

Inadequate monitoring minimises industry (and government) accountability given that neither the success nor the failure of pledged actions can be easily evaluated. This also slows the introduction of legislative measures, which have been promised should voluntary

action prove to be unsuccessful.

In the absence of any formal outcome evaluation, opinions are divided over whether the Responsibility Deal is a weak alternative to legislation that has prioritised private over public interests, or a cost-effective and expeditious alternative that has harnessed private-sector efforts for the good of public health.

Our research has shown that the deal has afforded private interests the opportunity to influence in their favour the public health policies and strategies that affect their products. The resulting distraction of objectives and preclusion of evaluation is likely to result in a significant public health opportunity cost. For the private sector to take meaningful actions that prioritise public health interests above its own will require considerable incentive. To expect them to be made voluntarily is misguided."



Martin Caraher is professor of food and health policy at City University London. His research, with Clare Panjwani, is available at <http://tinyurl.com/pr3ht8v>

Oh Lords!

Footprint's Health and Vitality Honours 2014 'Hits for a Six...'

Battening for 'best practice' - the good and great of the Hospitality and Foodservices sectors, gathered at Lords Cricket Ground for the 2014 Health & Vitality Honours, inspired by Footprint Media Group, to recognise the exceptional achievements of caterers, suppliers and manufacturers in their commitment to improve the nation's health and wellbeing.

The mood of the occasion was succinctly summarised by leading nutritionist and *The Times* correspondent, Amanda Ursell, in her 'opener' when she said that "the UK hospitality Industry has woken up to the right way of doing business in driving forward the health and wellness agenda within their businesses and investing not insignificant funds into making a real difference whilst going way and above Government guidelines".

Together with Footprint's founders, Charles Miers and Nick Fenwicke-Clenell, and Footprint Ambassador, Phil Hooper, (Corporate Affairs Director of Sodexo), Amanda welcomed the platform for best practice to be recognised and shared, giving opportunity for further collaboration and progression across the industry as a whole.

This year's Health & Vitality Honours was the second in the awards' history and organisers were 'bowled over' with the number of entries, which doubled from the inaugural 2013 H&V Honours. The passion and commitment to health and wellbeing has never been so evident, further recognised and amplified by the stature of guests round the table.



Caterers who were 'on the wicket' and singled out for an 'Honour' for the work they are doing in leading the health and vitality agenda were Sodexo UK & Ireland, who received the award for Health & Vitality Sourcing, Lexington Catering, winners of the Healthy Hospitality Honour, CH & Co, winners of the Corporate Hospitality Honour, and Compass Group, who took home Public Sector Health & Vitality Honours.

Manufacturers who also lined up for special recognition were Nestlé UK & Ireland, winners of the Responsible Manufacturer Honour and Premier Foods for Communication and Engagement.

So, with entries opening for 2015 in around 4 months time, the H&V Honours are set to 'bounce' into industry lights. For caterers, manufacturers and suppliers who are leading the way with their health and wellness policies, now is the time to sit up and take note - here is the platform for you to be recognised as a brand that is leading the health and wellness agenda.

HOWZAT THEN!

Full list of Health & Vitality Honours for 2014 is:

Health & Vitality Communication and Engagement Honours

Winner: **Premier Foods**

Health & Vitality Sourcing Honours

Winner: **Sodexo UK & Ireland**

Public Sector Health & Vitality Honours

Winner: **Compass Group**

Corporate Vitality Honours

Winner: **CH&Co**

Healthy Hospitality Honours

Winner: **Lexington Catering**

Responsible Manufacturing Honours

Winner: **Nestlé UK & Ireland**

Health & Vitality Product of the Year

Winner: **Pret A Manger**



Love is in the air

The relationship between caterers and their clients will become increasingly important as environmental targets and ambitions intensify. Some are already reaping the benefits.



Only 3% of food is wasted

Caterer: Lexington Catering
Client: LSP Marlow (site managed by Savills)

SAVILLS IS A business which knows that energy, the environment and sustainability play an important role in the financial success of their clients' commercial properties. But it relies on the commitment of suppliers and tenants to drive change and reduce waste. This was a key factor when it came to deciding which contract caterer would provide food to the businesses on site at Marlow International.

At Marlow International all the daily food waste, including bones, is collected separately and fed into a machine which breaks it down and dries it. What comes out the other end is similar to coffee granules in texture and colour, but with no odour. The output is collected once a week with 75% recycled and 25% used for fertiliser and fuel for anaerobic digestion.

In addition to the food waste, all of the coffee grounds are recycled daily by a number of customers who collect them and use them for their vegetable plots.

Food waste is monitored daily to help plan menus

Lexington Catering monitors its food waste using a daily production and wastage sheet. This system enables the team to review what has been popular when planning new menus and avoid future waste. Currently, just 3% of food is wasted.

"By putting processes in place to reduce waste, training our staff and getting each site to take responsibility for reducing the impact that they have on the environment we are able to make a difference," says Lexington's MD, Julia Edmonds.

Heady CO2 savings

Caterer: Eurest
Client: Heathrow Airport

EUREST OPERATES 26 employee restaurants at Heathrow Airport. As part of that contract, the caterer operates across 7,000 square metres of real estate with intense energy consumption, consuming two megawatts of power every year. The Eures account director Michael Castle admits that there's no "magic bullet" to cut that energy use so, in order to cut costs and emissions as well as comply with the law, caterer had to work closely with client. "We have a very good relationship with our client and it has become much stronger due to our joint focus on improving energy management," he explains.

Eurest and Heathrow have worked together towards the ISO 50001:2011 Energy Management System; this has been the "platform for change", says Castle, given that it offers a well-defined strategy and

"can really drive energy reductions".

"We've saved an initial 8% from our total energy bill and projections indicate this could increase to a 15% saving," he says, adding: "That 8% equates to a heady 43,000 less kilos of carbon. Our equipment repair bills have also shrunk and our energy savings have paid for the investment in equipment in less than 24 months."

Eurest was the first organisation in the industry to achieve ISO 50001 for a client site, says Castle. "Working together to tackle this challenge has improved our relationship and brought us closer together. We're now recognised as being experts in energy management and our client has invited us to sit on the Heathrow Sustainability Partnership Energy Working Group where it's hoped we'll be able to share best practice and advice with other stakeholders."



It's good to talk

Caterer: Lexington Catering
Client: Knight Frank, Baker Street

KNIGHT FRANK, the independent property adviser, is committed to providing efficient, environmentally sustainable solutions that reduce waste and energy consumption and minimise costs for its clients. "As an organisation advising our clients on sustainability related issues, it's important that reducing waste and energy consumption is high on the agenda and is one of our core business strategies," says its facilities co-ordinator, Iain Blake.

The company carries out regular environmental audits. This requires working with suppliers, such as Lexington Catering, and the office landlord in order to collect the right information. But there's also an ongoing dialogue with Knight Frank's staff on the site. Colour codes are used on bins so that employees can easily identify the

right ones. There have been other, more innovative, methods introduced to help deliver marked improvements. Clear bags are used for food waste, for instance, so client, caterer and staff alike can see the amount being wasted.

Knight Frank works with Lexington to ensure communication is clear, non-technical and effective so employees know how to recycle effectively. Consistent messaging about recycling is used throughout the office, in the restaurant and café and other communal areas, so that employees understand what needs to go where. This helps to reinforce key messages. "Whilst we can work with our suppliers and together put the right policies in place we rely on individuals to adhere to these so as not to contaminate waste," says Blake.

Stalbridge has reduced carbon emissions from electricity, gas and solid fuel by 22.05%



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Organiser: edie.net



Vance Fairman Smith (centre) – Head of Supply Chain and Purchasing, Spirit Pub Company, **Tracy Rogers** (right) – MD, Unilever Food Solutions

Other finalists were:
Arla
Sodexo



Kevin Hulme (centre left), General Manager – Kuehne + Nagel, and **Daniel Stretton** (centre right), Senior Supply Chain Manager – Spirit,

6th November 2013 in Industry Sector Awards category for Consumer Products,

Other finalists were:
Diageo
Henkel AG & Co. KGaA
McDonald's UK with Martin Brower UK
Naked Wines with Europa Worldwide Logistics



Janice Aspinall (centre left), Supply Chain Planner - Food – Spirit, **Libby Vanstone** (right), Supply Chain Controller – Drink & Waste – Spirit,

21st November for Sustainability Leaders Awards for category Stakeholder Engagement: Internal Operations

Other finalists were:
Heathrow Airport
Premier Foods
PriDE
Scotia Gas Networks
University of Leeds

Glass half full?

The Scottish government has launched a new campaign to encourage pubs and bars to offer smaller measures of wine. Can it prove more effective than legislation south of the border?



IT IS NO secret that the Scots like a drink. Scotland has the highest alcohol-related death rate in the UK with the rates in Scottish men almost double that of the rest of the UK.

The country was also the first in Europe to prescribe nalmefene, a drug which can cut the amount of alcohol consumed by reducing cravings. The gap between sales of alcohol north and south of the border is widening, with alcohol misuse estimated to cost NHS Scotland £405m; the wider societal costs are thought to be in excess of £3.5 billion – or £706 per person.

It's hardly surprising the government wants to do something about it. "Tackling Scotland's difficult relationship with alcohol is one of the government's key priorities," says the public health minister, Michael Matheson.

In January, Matheson launched a campaign to encourage bars and pubs across the country to increase the availability of 125ml wine measures. "All too often we see only medium and large size measures of wine available behind the bar and this can mean people end up drinking more than they realise," Matheson says. "Clearly it is important that people have the ability to choose a smaller measure if they wish and by offering the 125ml measure, businesses are giving their customers the opportunity to drink responsibly."

Most pubs in Scotland sell wine in either 175ml or 250ml glasses, which represent a "deceptively large amount of wine in one drink", according to the alcohol testing

specialists Matrix Diagnostics. A 250ml glass is a third of a bottle – about three to four units. One large glass of wine will therefore put the average woman over their daily recommended limit for alcohol.

The price gap between small and medium glasses is often small, however, and customers often opt to pay a few pence more for 175ml. Paul Waterson, the chief executive of the Scottish Licensed Trade Association, says customers will appreciate the wider choice. "Our customers have told us that they welcome increased choice and that the offer of small, medium or large glasses of wine in our premises will make them think more about the amount of alcohol they are consuming," he adds.

Industry, including the SLTA, is backing the campaign, through the Scottish Government Alcohol Industry Partnership. The new campaign is one of over 40 initiatives being run through the government's Alcohol Framework, which includes legislative measures and cultural change.

The Scottish government is, for example, continuing to "pursue" the UK government regarding how it intends to meet the requirements of the Licensing Act 2003 (Mandatory Licensing Conditions) Order 201016 north of the border. This regulation, in force since October 2010, requires premises to make still wine available in a 125ml serving and places a duty on the seller to make the customer aware of the availability of this measure.

Size matters. The Scottish government's minister for public health, Michael Matheson, has launched the 125ml campaign to tackle the country's "difficult relationship with alcohol".

The *Telegraph's* wine correspondent, Victoria Moore, recently pointed out that this isn't always the case. She wrote that the Act "obliges the licensee to make the customer aware that small measures are available. In practice this often means a tiny line on the bar list stating that this is the case. At least in theory it does.

"Sometimes, the licensee appears not to be aware of these mandatory conditions. Often, you'll ask for a 125ml glass of wine and find the person serving you thinks this is highly irregular and that the measure can only be achieved by pouring you a larger one and suggesting you only drink part of it or that he or she throws part of it away for you. Not exactly the idea."

In July, the coalition government promised to tighten up the rules and "strengthen measures to help people drink more responsibly". This includes "requiring on-trade premises to list the price of small measures, which they must already offer, on menus or price lists alongside the price of other serving sizes". If a customer does not specify a measure, there will also be a requirement to make them explicitly aware of those that are available, confirmed the home secretary, Theresa May, after a consultation on the UK government's alcohol strategy.

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Swimming together

Small foodservice companies are being offered the chance to cut the cost of MSC seafood certification by a third.



SUSTAINABLE PROCUREMENT can be expensive, especially for small companies without the financial clout to buy products and services in bulk. But for independent restaurants and fish and chip shops help is at hand thanks to a new “group certificate” initiative set up by a former employee of the Marine Stewardship Council (MSC). The ROC Group, run by Ruth Westcott, will open up the MSC sustainable seafood scheme to smaller foodservice firms, spreading the cost of their certification.

Half the seafood eaten in the UK is out of home, with chip shops at the heart of the British relationship with seafood. Westcott, ROC’s MD, therefore has high hopes for the initiative. “There are already over 30 restaurants and chippies MSC certified but, with the right mechanism in place, that number could reach into the thousands,” she explains. “This is a really exciting time for independents and this new route to certification will open up MSC to a new audience.”

The bulk of the costs for MSC “chain of custody” certification – which permits the use of the MSC ecolabel on menus – comes

down to site inspections, with each single-site business visited by an auditor each year. For larger catering groups and chains, however, only a sample of sites are audited provided there is someone centrally managing the group and ensuring that all sites follow the requirements.

Westcott’s plan is to join lots of small businesses together under a group certificate, thereby requiring fewer audits across the group and lower costs. Having previously worked for the MSC as commercial manager and overseen a similar group certification project with The University Caterers Organisation, she claims members could save “up to a third” on the cost of assessment. However, the assessments are no less rigorous.

“I visit each restaurant before they can join the group to check they are keeping the necessary records and have carried out training. After they have joined the group, the restaurant carries out a remote, paper-based audit annually to check ongoing compliance. Because I use a mixture of on-site and remote audits, I am able to reduce the costs,” she says. Westcott will act as the ROC Group

auditor and as such must ensure that all sites comply with the MSC requirements. She is then audited by an independent auditor.

The only specifications for joining are that the business is UK based and a “foodservice” establishment. Small businesses that do outside catering, as well as schools and public sector sites are also eligible. Those with multiple sites can join the group, but for businesses with more than six outlets there might be further cost savings in having their own group certificate.

Olley’s Fish Experience, in south London, was one of the first to sign up. The owner, Harry Niazi, says the process is “really simple”.

“There is a restaurant handbook which explains the MSC’s traceability requirements, which I read through to check what we needed to do. We then booked in for a visit from the group manager who checked our storage, labelling and record keeping procedures. Not everything was perfect and since the visit we have started to record our stocktakes – so we always know how much MSC fish has come into and out of our business,” he adds.

More information is available at www.myrocgroup.co.uk

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Stores set their sights higher

The retail industry’s new sustainability targets include ambitious goals on the current hot topic of food waste, reports **David Burrows**.

THE RETAIL industry has set a series of new sustainability targets having met the current goals under the “Better Retailing Climate” initiative. Launched in 2008, the voluntary agreement (representing over half the sector with a turnover of £160 billion) includes water, waste and emissions targets – all of which have been exceeded. “The strength of commitment is plain to see when you look at how much progress has been made in the last decade,” says the British Retail Consortium (BRC) director general, Helen Dickinson, highlighting the considerable progress made on waste: “Only 6% of waste was sent to landfill in 2013, down from 47% in 2005.”

The new commitments on waste are the ones that have attracted the most attention; hardly surprising given that it’s a hot topic in the food world currently. The BRC wants signatories to aim for less than 1% of waste to landfill by 2020. It won’t be surprising if that is met much sooner. Sainsbury’s has already got to what it defines as “zero waste”. Morrisons sent just 3.23% of its store waste to landfill in 2012/13, while Asda is at 3.5%.

Tesco, meanwhile, grabbed headlines before Christmas with its supply chain waste audit, showing how much food is wasted at its

	2013 TARGET	NEW TARGET
WASTE	Cut waste to landfill to under 15%. Exceeded	<1% landfilled by 2020
TRANSPORT	Cut delivery emissions by 15%. Exceeded	Cut delivery emissions by 45% by 2020
BUILDINGS	Cut energy-related emissions by 25%. Exceeded	Cut energy-related emissions by 50% by 2020
REFRIGERATION	Halve emissions. Exceeded	Cut emissions by 80% by 2020. Phase out HFC refrigerants
WATER	Measure 75% of water usage. Exceeded	Measure 100% of water usage by 2020

stores and distribution centres. In the first six months 28,500 tonnes was thrown away. Now other supermarkets will do the same as part of a new commitment to “publish total food waste figures” and report on progress – the tonnages will be pooled together rather than published individually.

Andrew Opie is director of food and sustainability at the BRC. He admits that this target has been introduced to silence some of the environmental campaigners who have targeted the supermarkets in recent months. It was “to give some transparency,” he says. “We’ve had some challenges from NGOs and [food waste campaigners like] Tristram Stuart for us to show how much [is wasted] at the retail level.” He hopes that “when people realise it is a small proportion” we can move on and “focus on household waste”.

“I’m really keen that we start to move on to more of a product lifecycle approach, looking at how products are made, transported, sold and used”

Data from WRAP has shown that 32% of food is wasted along the retail supply chain – 16% before it gets to the store and 16% once it’s left. Tesco and its fellow supermarkets waste less than 1% in store. Opie says the focus on some of the lower-impact sustainability issues has been an unwelcome distraction for signatories. Plastic bags are the other obvious example. He says retailers are itching to go beyond these smaller impacts and start tapping into the en vogue concept of the circular economy. “I’m really keen that we start to move on to more of a product

lifecycle approach, looking at how products are made, transported, sold and used,” he adds.

The revised commitments reinforce this, reading: “While retailers have delivered significant environmental achievements within their own operations, we recognise that the majority of environmental impacts arise from the production and consumption of products. Retailers are now considering the entire lifecycle of the products they sell and are exploring new business models which will enable them to move away from a largely linear economy towards a more circular economy.”

This will also mean a change in their approach to waste. The focus of retailers over the past five years has been on moving away from sending waste to landfill and increasing the amount of waste that is recycled. However, between now and the turn of the decade, this focus will move up the waste hierarchy to waste prevention and reuse.

It’s an approach that’s welcomed by Jamie Pitcairn, the Scotland director at consultants Ricardo-AEA. “Recycling has laid the foundations, but now it is time to embrace more holistic and sustainable solutions for waste and resources – and that means looking up the hierarchy towards prevention. There is no better example of where prevention is better than recycling than food waste due to the large amounts of energy required during the production and processing stages,” he adds.

Look out for a full report from the first Fresher for Longer packaging conference in next month’s Footprint.



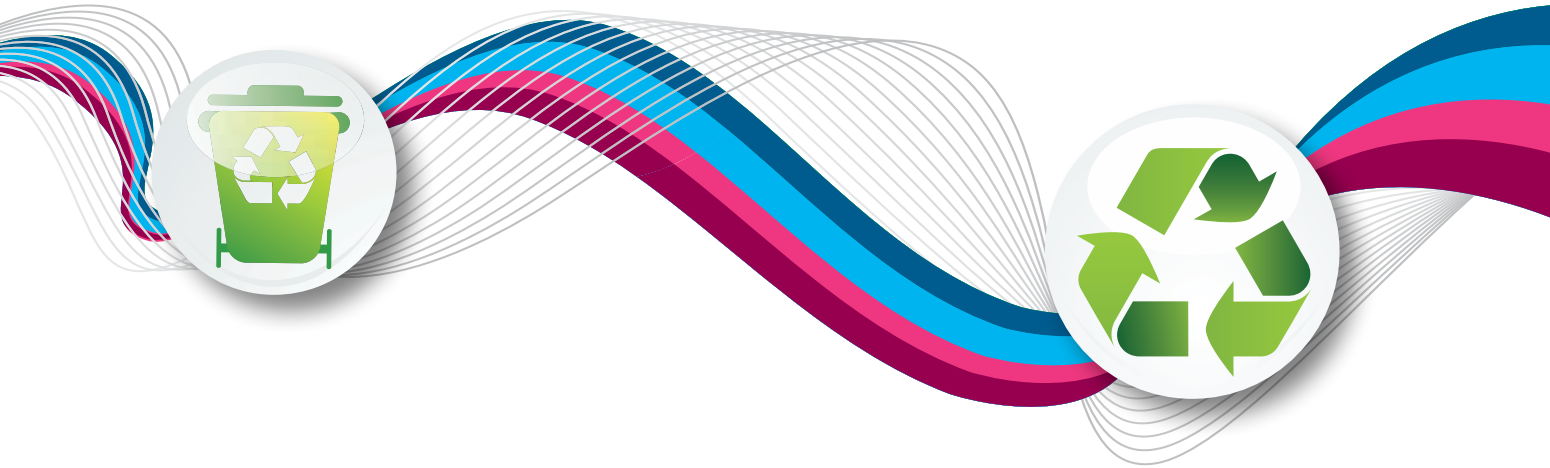
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Sustainability for hospitality and foodservice

No time (or money) to waste

David Burrows reports from three key conferences which showed the hospitality sector is hungry for answers on how to cut avoidable food waste and turn the unavoidable portion into energy.

THERE WAS a certain irony that, at a conference focused on food waste, the lunchtime sandwiches ran out. That this happened before I got there was just bad luck. So, on arriving at the Anaerobic Digestion & Biogas Association's (ADBA) conference a few days later, I was happy to be seated right next to the door. The thing is, lunch was far from my mind as the day's event provided one of the most open, honest and informative meetings of its kind (Footprint Forums aside of course).

From the moment KFC's head of health and safety – a role which she soon realised also covers waste – admitted her troubles in encouraging recycling among customers (see right) to the support for more legislation hinted at by McDonald's environment expert, there was a feeling that attendees were looking for answers to some of the key challenges facing the hospitality sector when it comes to food waste.

A ban would overcome the second barrier identified – high collection rates – as the economies of scale kicked in.

Earlier in the week I'd been to see the waste minister, Dan Rogerson, speak at the first Fresher for Longer conference (an initiative led by WRAP concerning packaging's role in tackling food waste; more from that in April's issue). He also has responsibility for water and rural affairs so was clearly struggling given the flooding in Somerset and elsewhere in recent weeks. But waste is not a priority for Rogerson – full stop.

In November, he made this clear. In an open letter to the waste sector, he suggested government had played its part and now it was up to businesses to tackle the UK's mountain of food waste. "Our current programmes of work on anaerobic digestion [AD] and food waste are nearing completion; the responsibility for taking work forward will largely rest with the industries concerned. We will also be taking forward a limited programme of work on waste prevention," he wrote. Not the best end to 12 months in which food waste had been catapulted to the top of the environmental agenda.

Tim Fox is the head of environment and energy at the Institution of Mechanical Engineers and author of the report that arguably kicked it all off last March – "Global Food: Waste Not Want Not" concluded that up to half the world's food is wasted. There's been a "significant rise" in activity on food waste in the past year, he said at the No Opportunity Wasted event organised by the Dutch government and the Sustainable Restaurant Association (and sandwiched neatly between the other two conferences). "The question now is: How can we build that momentum and move into the solutions phase? For example, what's the balance between legislation and voluntary action?"

This is an issue that popped up time and again through the series of food waste conferences in February. There is clearly more that government can do. At the ADBA conference, for instance, "lack of legislation" was one of the three top barriers preventing more food waste ending up in AD. Attendees



Food for thought: KFC head of health and safety Janet Cox (right) and Mike Hanson, head of environment at BaxterStorey (third from right, above) were among those who helped provide an honest assessment of food waste across the sector.

The conferences:

- **Fresher for Longer.** Organised by FfL steering group, including Kent Resource Partnership, WRAP and INCPEN.
- **No Opportunity Wasted.** Organised by the Kingdom of the Netherlands.
- **AD & Hospitality 2014.** Anaerobic Digestion & Biogas Association

together reached a consensus that "the key to everything is separate collections and a ban on food to landfill". A ban would overcome the second barrier identified – high collection rates – as the economies of scale kicked in.

It was interesting to hear WRAP's head of hospitality and foodservice make several references to food waste legislation either in force or expected to arrive soon in Scotland and Wales respectively. Brendan Hunter said voluntary targets and initiatives can be enough but "it's up to the industry to get together and take action. If consumers can be encouraged to take action, the battle is half won."

59% of diners don't want to think about wasting food when eating out and yet 79% felt we all needed to work harder to reduce food waste. The messaging needs to be subtle

This, of course, can often be the sticking point for foodservice businesses. Hunter presented the findings of some consumer research which showed that 59% of diners



don't want to think about wasting food when eating out (7% said leaving some was "normal") and yet 79% felt "we all needed to work harder to reduce food waste". The messaging therefore needs to be subtle, Hunter added, with staff training playing a big part.

For Janet Cox, head of health and safety at KFC, "the customers are the problem" as "the staff are all on board" (see right). Baroness Scott, chair of the House of Lords EU subcommittee on agriculture, fisheries, environment and energy, also touched upon this in her talk at the No Opportunity Wasted event when she spoke of the "dance" taking place between retailers and consumers.

She wondered whether there comes a point when supermarkets and foodservice businesses need to start having a dialogue regarding the provision of huge varieties of food at all times of day. She said that "there's an enormous price to pay in terms of food waste" if the staff canteen is still offering the same choices 10 minutes before it closes as when it opened.

KFC and McDonald's collaborate to cut food waste

TWO OF THE world's largest quick-service restaurant chains are working together in a bid to reduce the food wasted by their customers, and improve recycling rates front of house. KFC and McDonald's have both been faced with new regulations in Scotland which require businesses to separate their food waste and recyclables for collection. Speaking at the February ADBA conference on food waste, KFC's head of health and safety, Janet Cox, explained that most of the company's food waste arises back of house and was being separated and dealt with effectively. She said employing young adults

who are environmentally aware has helped to successfully roll out a new recycling programme. Front of house was an altogether different proposition, however. "We had one trial in store asking customers to separate" but they "are just not interested", she said. "Customers are our problem" when it comes to recycling programmes.

Cox told *Footprint* that KFC was working "very closely" with McDonald's on front-of-house solutions to encourage customers to recycle and separate their waste. This would ensure that there was consistency in the messages coming from the two companies.

More legislation please...we're English

THE GOVERNMENT might have said it has no intention of sticking its oar in when it comes to waste, but foodservice businesses and waste companies alike are looking to them for a nudge.

In a lively discussion session at the ADBA conference, the head of environment at BaxterStorey, Mike Hanson, said that government at arm's length might sound wonderful but there needs to be an element of "command and control". Pointing towards new regulations in Scotland requiring business to separate food waste, he said: "In Scotland, the market has recognised [the law] was coming and the opportunities that are there. That makes it happen.

When it's left up to the market it's a chicken and egg situation."

This is the case in foodservice: businesses have plenty of food waste to send to AD but waste companies are struggling to make the collection services work financially. Legislation would force the issue, he said.

"What would be helpful is more guidance from the waste industry."

Helen McFarlane, representing McDonald's, agreed. "Legislation does help a lot," she said. "What would also be helpful is more guidance from the waste industry."



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Salmon soup and croutons

Salmon trimmings and yesterday's bread make a great soup, a la Wendy Barrie of the Scottish Food Guide

Ingredients

- 300g salmon trimmings
- 50g butter
- 1 medium onion, chopped
- 1 litre vegetable stock
- 150ml single cream
- Salt and pepper
- 1 kg potato, diced
- 2 tpsps tomato puree
- Small glass leftover white wine
- Yesterday's bread – cut into cubes
- Dill, parsley & lemon wedge garnish

Method

- Cut salmon into chunks.
- Heat oil in pan and cook onions until soft.
- Add salmon and sauté for a few moments.
- Add remaining ingredients (except cream) and simmer for 5 minutes.
- Remove salmon and liquidise soup.
- Add cream and heat until steaming hot.
- Ladle into warm bowls and, adding a few chunks of salmon to each.
- Serve with toasted bread croutons.

Real cost of food waste

Food waste costs businesses £1.80 per kilo, not including the costs of transport, storage, refrigeration and handling. Add in these extra costs and the figure rises to £2.80 per kilo.

UK pub and restaurant outlets are each spending £10,000 a year wasting food, according to WRAP's new technical report published this November. By focusing on preventing food waste, businesses have real opportunities to save money.

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FOOTPRINT FINAL THOUGHT



Frankenfood debate lurches back to life

Genetically modified crops are on the agenda again as supporters raise fears the EU's hostility could mean missing out on major benefits.

GENETICALLY MODIFIED food is firmly back on the agenda. After a year in which the controversial technology resurfaced as a topic of social, economic and environmental debate, 2014 promises to produce more of the same. The battle lines were drawn long ago, but there is a change in tactics among those who support the technology. Tired of the Frankenfood labels pinned to their developments, researchers and biotech companies are looking beyond the (almost) GM-free borders of Europe to countries that, they say, see the benefits of pest-resistant plants and nutrient-stuffed superfruits.



Take the purple tomato. Developed by scientists at the John Innes Centre in Norfolk, the tomatoes have the same potential health benefits as blueberries thanks to their high levels of anthocyanins. They are among the first GM plants that have been developed with consumers rather than farmers in mind – to date the technology has been used principally to benefit growers (mostly outside the EU), with disease or pest-resistant crops.

However, British shoppers are unlikely to see them any time soon, despite the first "bumper harvest" in Ontario, Canada, with sales of GM purple tomato juice possible in the USA within two years. The lead researcher, Professor Cathie Martin from the

John Innes Centre, said the restrictions on GM in Europe forced her to look further afield to develop the new crop. Canada is "more enlightened", she told the BBC. "They look at the trait not the technology and that should be a way we start changing our thinking – asking if what you're doing is safe and beneficial, not 'Is it GM and therefore we're going to reject it completely'."

British shoppers are unlikely to see purple tomatoes any time soon, despite the first "bumper harvest" in Ontario, Canada

Martin isn't the first scientist to be left frustrated by the EU's anti-GM stance, and she certainly won't be the last. A report in January by the all-party group on science and technology in agriculture noted that the "regulatory hostility to biotech is having its most serious impact in agricultural research", with the German-based BASF and the US major Monsanto withdrawing from Europe. The group suggests Syngenta could follow suit which would condemn the EU, including the UK, to "the global slow lane" in biotechnology.

Owen Paterson, the environment secretary and a keen supporter of GM, told January's national farming conference in Oxford that Europe could become a "museum of world farming" as the world bypasses the continent using new biotechnologies. As *Footprint* went to press, Europe was gearing up to vote on whether to give the green light to the first GM crop in 15 years – an insect-resistant maize developed by DuPont and Dow Chemical. Supporters suggest that waiting another 15 years could be disastrous for UK food security. The organic farming sector argues otherwise.



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