

JUNGLE LAW

How foodservice is fuelling deforestation

COMPETITIVE EDGE

Pubs benchmark energy performances

RESTAURANT CRITIC

Are restaurants as green as they say?

GM FREEDOM

Could law change kickstart organic?

FOOTPRINT



SUSTAINABLE RESPONSIBLE BUSINESS

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Footprint Awards

Winners Announced



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THESE
DATES

15th of July (am)
10th October (pm)

Health & Vitality Honours Special Interest Group, kindly hosted by Sodexo, 1 Southampton Row, London WC1B 5HA
Footprint Forum: Feeding Cities – A Sustainable Future
in association with the City of London Corporation, The Crypt, Guildhall, Gresham Street EC2V 7HH

»»»»»»»»»» To register interest for these events email us events@footprint-forum.com

HEALTH AND WELLBEING MATTERS

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COMMENT

Here's to another 12 months of progress

David Burrows
Editor



THE HANGOVERS have hopefully cleared after another hugely successful awards night last month. It's an initiative that has set Footprint apart and rewarded those who are not just making headway on a variety of social, ethical and environmental issues, but are blazing a trail. I was unfortunately unable to attend this year (contrary to rumours it wasn't because my dinner jacket shrank in the wash), but the hard work of the team behind it, and the sponsors, has certainly paid off.

For those who won awards (page 12-13), congratulations. For those who didn't, your efforts haven't gone unnoticed and there is always next year. And this is what makes this scheme, and this magazine, its website and the various forums, special interest groups and roundtables so important. After all, sustainable is defined as "able to be maintained at a certain rate or level". Hopefully, for your businesses, that rate is a profitable one, but it must also be a long-term one. So while the success of last

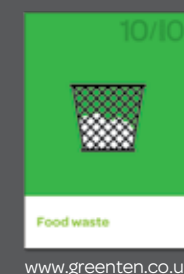
month's awards ceremony must be enjoyed, the work now starts on where we go in the next 12 months – and beyond.

We're in the countdown to a general election, and that means government policy will be in limbo (page 8). They haven't really helped much anyway, so the onus is very much on business to lead – to make the UK "the greenest plc ever", perhaps?

For this reason foodservice and hospitality businesses cannot rest on their laurels. Some may already be doing just that, thinking the "green box" has been ticked (page 16). It hasn't – and may never be. There are bigger challenges ahead, and my feeling is that businesses will increasingly be scrutinised on a variety of issues, from their supply chain integrity to how much tax they pay. At least I hope they will.

We now have our summer break. We will be back in September, refreshed and ready to challenge the sector again to make it another year of progress. And I'll make sure I'm there next to drink to that.

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

10/10 Food Waste

Definition

It's widely recognised that improved production processes can have a positive impact on the level of food waste. Food waste as a by-product is also a valuable commodity (animal feed/organic fertiliser). Careful food production planning, ordering and proactive menu management will have the greatest effect on reducing food waste.

Measurement

We advise on best practice and connect organisations with suitably qualified waste process management organisations. In addition the Green10 business intelligence system will capture details of production and plate waste and our menu based ordering module promotes less waste through accurate and effective ordering mechanisms.



Buried horse meat

Food fraud report goes missing in Whitehall; the big emitters in food; and why fried is off the school dinner menu.



NO-ONE IN the industry wants to find equine DNA in their lasagnes or burgers again, but the issue hasn't gone away. One might think the government feels differently.

In December, Professor Chris Elliott published his interim report on the "integrity and assurance of food supply networks". At 84 pages it was thorough and included 48 recommendations, among them the development of a new food crime unit. "The food industry and thus consumers are currently vulnerable," he wrote. "Our common aim must be to regain and enhance public trust."

But that can wait, it seems. For there are suggestions that Prof Elliott's final report is so good that it's been buried in a freezer somewhere in Whitehall, alongside the burgers. The professor's report was due in spring but a DEFRA spokeswoman said: "We are waiting to get the final report from Prof Elliott and look forward to his advice". So, it's him delaying things, is it? "I know he's done a very thorough job," she added.

This doesn't quite match comments made by the man himself at a conference in London in May when he appeared to suggest it was already finished: "The thing I am

looking forward to now is finding a beach." Hopefully someone in Whitehall can find the report before he's packed his Speedos and started thinking of pina colodas. After all, there's about £20 billion of food fraud to combat.

Big emitters

THE BIG 10 food and drink companies emit more greenhouse gases than the whole of Scandinavia, according to Oxfam. The likes of Coca-Cola, Mondelez, Nestlé, PepsiCo and Unilever pump out 264m tonnes of greenhouse gases, which would put them ahead of the UAE. This isn't the story often portrayed in their expensive corporate social responsibility reports (and it's worth checking out coffeehabitat.com's appraisal of Nestlé's latest tome; more on that after the summer).

Oxfam claimed some companies are "downright negligent" when it comes to cutting their footprint with their targets not based on science. They are also doing very little to reduce indirect emissions, from up and down the supply chain – and these are where the lion's share of greenhouses gases is produced.

"Their influence and wealth are the perfect ingredients to stop putting their businesses at risk and making climate change worse," said the charity. With extreme weather already damaging their businesses, can they afford not to mitigate or adapt to climate change any longer?

Good food for schools?

A NEW SET of standards for all food served in schools arrived just as *Footprint* went to press. Previous standards were "complicated and expensive to enforce" said the education secretary, Michael Gove. The standards will allow school cooks to be more creative – and restrict fried foods to twice a week. More fruit and veg will be on the menu and fewer fizzy drinks. All welcome news.

But health is only one side of the story. The food prepared for schools also needs to be sustainably sourced. According to the data from the government buying standards, the Department for Education spent half a million pounds on food and catering services last year, none of which met the mandatory standards. Isn't there a saying about practising what you preach, Mr Gove?



Top marks? New school food standards are welcome but public procurement is still far from sustainable.

Soy sourcing scandal

It's called 'the Brazilian miracle', but rocketing demand is turning soy into an environmental disaster while foodservice firms stand by and do nothing. **David Burrows** reports.



Two sides to the story. Vast areas of Brazilian forest have been cleared to satisfy demand for soy.

FOODSERVICE COMPANIES have come under fire for their lazy buying practices when it comes to soy. Elior, Sodexo, Compass and Nando's have all been criticised as part of a major investigation by the environmental group WWF showing that very few companies are aware of buying practices further down their supply chains. Of those that have committed to ensure that their supply chains use only sustainable soy, it's the grocers that come out on top.

"Some sectors are doing well," says WWF-UK's food policy manager, Duncan Williamson. "We certainly need to take our hats off to the retail sector – they are the ones looking at their whole supply chain."

It's a very different story for foodservice firms. "My feeling is that they haven't been challenged on this before," Williamson says, explaining how frustrated he is by those that didn't even respond to the survey. This will always set alarm bells ringing – "it shows a lack of understanding in their supply chains" – particularly with a crop as economically important and environmentally damaging as soy.

In the past few years, demand for soy has rocketed in line with increased meat consumption. Between 1976 and 2007, global pork, egg and poultry production increased 294%, 353% and 711% respectively. To feed all these animals, soy production has more than doubled in the space of 15 years – from 130m tonnes in 1996 to 270m in 2012.

As a result, soy fields now cover more than 1m square kilometres of the world

(that's France, Germany, Belgium and the Netherlands combined), and this expansion has devastated natural habitats in soy-producing countries such as Brazil. Tropical forests and savannahs have been devastated, putting wildlife under threat and displacing local communities.

With soy production expected to hit 514m tonnes by 2050 according to the UN Food and Agriculture Organisation, the buying practices of the big companies need to change. They have to start taking responsibility for what goes on down their supply chains.

"We need to take our hats off to the retail sector, but my feeling is that foodservice companies haven't been challenged on this before"

The first step is to join the Roundtable on Responsible Soy (RTRS), a multi-stakeholder initiative that boasts 150 members but too few foodservice companies. The next is to buy the raw material it certifies – the RTRS has developed and implemented global standards for responsible soy production.

Williamson says: "Nando's are a trusted brand" so if the company "turned around tomorrow and said: 'We want responsibly-sourced soy' then that would send a huge message. But my feeling is that they haven't been challenged on this before."

Nando's was one of those, alongside Compass, that failed to respond to WWF's survey – even when the deadline was

extended. A spokesman for the chain says that with several suppliers "we were not able to gather the answers for WWF within the deadline".

He explains: "Soy was already on our agenda and we are in the early stages of investigating" how to source it sustainably. "We are currently in the process of re-contacting our suppliers and once we have this information we would be very happy to meet with WWF to discuss this."

Though Elior and Sodexo did respond to WWF's questionnaire, their procurement policy was ranked as "not yet in the starting blocks". This put them way behind Marks & Spencer, Waitrose, Asda, Morrisons, Sainsbury's and Tesco. M&S and Waitrose have also committed to using only RTRS-certified soy by 2015.

Of the 88 retailers, foodservice companies, feed suppliers and producers assessed, just 14 had made such a commitment. Of the 56 companies that replied, 27% had not made any commitments on responsible soy or even "no deforestation". For Williamson, time and excuses are running out.

"Only half of the RTRS-certified produce has been sold" – leaving about a million tonnes still available – "so it's no longer good enough to say there is no RTRS soy available," he says.

"Taking into account current prices for soy, the additional costs for RTRS credits are negligible – less than half a percent. There is no excuse for companies not to calculate their soy use and begin to cover it by RTRS credits now."

Waste Watch

In association with
SWR *Smart sustainability*

THERE IS LITTLE doubt that in the past year or so the mindset of many has been changed when it comes to waste. The big figures touted by WRAP, the savings calculated by waste operators, the support offered by the likes of Unilever Food Solutions and the pseudo-regulation proffered by the government have all helped. So where on earth has Aiden Byrne been all this time? The chef was subject to an avalanche of criticism on Twitter after a recent episode of "Restaurant Wars" (a battle between two top chefs opening outlets in Manchester) in which he and his staff served food to "imaginary diners" – all of which was then binned. Responding, Byrne said the food had been offered to homeless charities but because the site wasn't registered they couldn't take it. Did he or the group behind the new restaurant – Living Ventures – try hard enough? This wasn't bonkers bureaucracy, it was just bonkers. The food was reportedly worth £4,000. However, the damage done to the image of the sector could have been far higher.



A STORM IS brewing in the packaging world. The spat between the glass and plastics factions stems from a survey by Friends of Glass – a forum run by the European Container Glass Federation – that showed 81% of consumers have some concern about food being contaminated by packaging. Sixty-six percent of consumers admit they are worried about food contamination. The findings also reveal that 60% of European consumers were worried about plastic containers affecting the contents – more than for any other packaging material. The British Plastics Federation has hit back, citing "no record of harm to any individual from exposure to any chemicals from plastics used in any application". Last month's *Footprint*, coincidentally, reported on the concerns raised by packaging firms that some items were slipping under the regulatory radar as foodservice companies opted for substandard products that could put the public at risk.

STARBUCKS HAS found what to do with its coffee grounds. Up until now it has been composting them. But now the waste is being fermented, turned into "bean cake" and fed to the dairy cows that supply the chain's milk in Tokyo. Other uses are also being investigated, for example to make bioplastics and laundry detergent, or just reusing them to make lattes hoping that no one could tell the difference (OK, so we made the last one up).

The Political Print

IT'S BEEN four years since the coalition promised to become the "greenest government ever". Hindsight is a wonderful thing and a lot has changed. It has gone from that statement of intent to reports of wanting to "cut the green crap" (cue tax breaks for polluting industries and cuts to renewable incentives). Given the short cycles in politics it was ever going to be thus, but given some of the decisions it's hard to see

if this blue-yellow (we know what colour that makes) coalition ever really had the right mix. In spite of his spiel on climate before being elected, the chancellor has done more than most to ensure that climate change and renewable energy are as far down the list of priorities as possible. A dash for gas and his passion for fracking show where his priorities lie – in his own words: "I want to provide for the country the cheapest energy possible" and "consistent with us playing our part in an international effort to tackle climate change. But I don't want us to be the only people out there in front of the rest of the world." There is little danger of that – especially with Owen Paterson still heading DEFRA. He's a man unconvinced by anthropogenic climate change. According to the Inde-

pendent he didn't have a single briefing on climate change in his first 14 months as environment secretary. Meanwhile, Dan Rogerson, the (fairly) new resource minister and Lib Dem MP, has been told to distance himself from any new waste policy. It's not a priority. It is little secret that the Tories have ridden roughshod over their Lib Dem counterparts in Whitehall. Nick Clegg, the deputy prime minister, did manage to get a charge for plastic bags through and mandatory carbon reporting for big businesses (though the latter has been given a recent stay of execution). It will be an intriguing 12 months as the parties gee themselves up for the election. There are bound to be more crap promises but what investors and businesses need are concrete policies.



Meatless balls

IT TAKES SOME balls but the signs are that more food companies are beginning to look at changing their menus to incorporate more sustainable options. In an interview with 2degreesnetwork.com last month, the McDonald's vice-president for corporate social responsibility, Bob Langert, was quizzed about pressure directed at the company's Twitter feed to offer meatless options (with meat production resulting in high quantities of greenhouse gases). Could a veggie Big Mac be on the cards? "Only time will tell," he said, citing the goal to double the amount of fruit, veg, whole grains and low-fat milk on menus by the end of the decade. "Our menu innovation team continually seeks viable options – including non-protein menu items."

Langert said he was in "no doubt" that the menu at McD's would have to evolve. Others are singing a similar tune. In April, Ikea announced that it was looking at greener options for its most popular food – meatballs. The furniture retailer serves food to 261m customers a year, which amounts to 600,000 tonnes of CO2. It's found that a big portion of this impact comes from the 150m meatballs sold every year. "They are very popular and they are also our most carbon-intensive food item on our menu," said the head of sustainability, Joanna Yarrow, according to a *Telegraph* report. "We are aware of the meat issue with greenhouse gases." Alternatives are therefore being developed, either using vegetables or other meats like chicken (but not horses, never again).

The mood is changing and the debate about eating less meat finally appears to be moving on. A YouGov survey commissioned by the Eating Better campaign last autumn showed that a third of consumers are willing

to cut back on meat, with a quarter saying they were already eating less. The horse-meat scandal, rising food prices and growing awareness of the environmental and health benefits are all factors influencing this trend. There is a long way to go before McD's backs a veggie burger with the kind of marketing spend it throws at its meat versions, but these are businesses built on sniffing out market opportunities, and if there's an ethical ingredient all the better. If consumer demand continues to rise – especially the trend for eating less meat, so-called flexitarianism – then the VBigMac might not be that far off.

From the web

GREENER

- Best in class – Glasgow Caledonian University's food and catering facilities have topped a poll of overseas students
- Cup recycling – a new national scheme to recycle takeaway coffee cups will be launched this August
- Plan A+ – Marks & Spencer has published the next period of activity under its groundbreaking Plan A initiative
- Royal approval – the queen announced a new adjudicator to ensure public house tenants are treated fairly

GROSSER

- Royal disapproval – for environmentalists there was little cheer in the queen's speech, with a plastic bag tax the only legislation of note
- Oliver's oversight – Jamie's Italian has been forced to give almost £6,000 to charity after failing to recycle packaging waste

NUMBER CRUNCHER

264M

Tonnes of carbon dioxide emitted by the "big 10" food and drink firms – more than Finland, Sweden, Denmark, Norway and Iceland.

Who said that?



"Consumers are speaking out every day but we don't want to see it. Then we say the consumer doesn't want to change. It doesn't work any more to push consumption. We need a new model and get companies to adjust their marketing strategies as well as their job roles." Unilever CEO Paul Polman says people get sustainability but marketers don't.



Take action or face legislation

Professor Susan Jebb, chair of the Responsibility Deal's Food Network, prefers voluntary action but hasn't ruled out legislation to curb obesity.



David Burrows (DB): The Responsibility Deal annual updates were published at the end of last month. Are we making progress?

Susan Jebb (SJ): Without doubt. This year's annual returns include actions and commitments that I don't believe we would have seen without the sustained call to action that the Responsibility Deal provides. I'm continually struck by the progressive approach of some companies in England relative to the action we see globally. However, far from making me feel satisfied with what we are achieving I am frustrated that we are not seeing stronger global action which would in turn stimulate further and faster change in England.

DB: Some of the engagement remains very disappointing in certain areas?

SJ: This is a marathon not a sprint and we need to continually build on our progress. In general terms the food businesses predominantly providing food for in-home consumption have made more progress than out-of-home companies whether in relation to calories, saturated fat or salt. However, I have been impressed by some of the work being done by the contract caterers and I think this shows what the out-of-home sector can achieve.

DB: But the foodservice sector has made great strides on certain pledges, hasn't it?

SJ: The work on calorie labelling on menus has been fantastic. Some 70% of high-street chains now have calorie labelling in place and the feedback from customers is incredibly positive. Eating out accounts for one in six meals. It's no longer an occasional treat, it's a routine eating occasion. People are used to seeing nutritional labelling in the supermarkets and now they want to make informed choices about their lunchtime choices.

DB: You're currently talking with industry about framing business action on a responsible promotion pledge. Is this advancing well?

SJ: I'm delighted to see Lidl and Tesco commit to checkouts free from sweets and confectionery. Within other pledges there are also some important commitments that aim to use the promotional resource of a company to support healthier food choices, such as additional loyalty card points for Subway customers choosing from their Low Fat sub range, but these are exceptions rather than a broad commitment by the food industry. I hope it is just a matter of time before we see more businesses stepping up

to their responsibilities in relation to their promotional activities. This is the next big challenge we have to crack.

DB: The legislation issue still looms. If we cannot get the traction, are we going to have to legislate?

SJ: I'm a great believer that we can achieve more through voluntary action than legislation because companies that recognise the importance of this agenda will generally go further and faster than if they are simply required to meet a minimum mandatory standard. It is not my first choice, but we need to face up to the huge burden of ill health which is caused by a poor diet and take proportionate action to improve the nation's diet. When progress through the Responsibility Deal is slow it makes sense to consider other options too.

DB: Health by stealth surely still remains a sensible option?

SJ: Reformulation is unlikely to be sufficient to bring about the scale of change which is required to meet public health goals. We need to encourage specific changes in consumer behaviour and that is likely to require a broader portfolio of policies.

The full interview is available online at foodservicefootprint.com

My viewpoint

Sugar is high on the ingredient hit list so food firms may turn to sweeteners. With the public extremely wary of additives, natural alternatives provide the best option, says **Anna Herron**.



“THE UK IS facing an obesity crisis – 25% of all men and women in England are now obese, a figure projected to hit 50% by 2050. The issue has become a huge public health concern. The government wants to cut 5 billion daily calories from the national diet and is calling on businesses to do more to help people lose weight. Meanwhile, the World Health Organisation has claimed that sugar is one of the biggest contributors to obesity, and consumers are listening.

Our survey of more than 2,000 consumers found that just over one in three people choose to eat and drink “diet” or “light” options where possible. Manufacturers know that their customers want to reduce their calorie intake and are responding by replacing the sugar in products with artificial sweeteners such as aspartame and saccharin. However, people don't necessarily think about the artificial sweeteners in diet products when buying them. Instead the term “artificial sweeteners” is more commonly associated with sugar substitutes in tea and coffee, such as Splenda, rather than those added to fizzy drinks, ready meals and processed foods.

All of this points to a lack of awareness among consumers of the prevalence of artificial sweeteners in their food and drink. This is particularly true of the low-fat and diet options, and it is leading shoppers to contradict themselves in their buying behaviour as they continue to fill their baskets with additive-laden foods.

Our research showed that almost a third of people actively avoid artificial sweeteners because they believe them to be worse for their health than sugar, yet most could not explain why they were unhealthy. Somewhat vaguely, artificial sweeteners were distrusted because they were seen as “unnatural” and “chemically made”. Sugar has none of these connotations because it is regarded as a natural product with a known origin.

Many people assume there are regulations against the use of sweeteners which could be harmful to health, yet are still wary of those which have made it into their food. The result of such thinking is that people are neglecting to inform themselves about the real effects of sweeteners in the ways that they have with sugar, fat and salt.

If manufacturers want to reduce the calorie counts in their food and give consumers what they want, they will need to work hard to turn around public perception of sweeteners. Even so, no one should feel stuck between choosing lower calories and choosing “chemical” additives – there is a third alternative which could plug the gap.

If food companies want to reduce the calorie counts in their food and give consumers what they want, they will need to work hard to turn around public perception of sweeteners

Using and promoting natural products could challenge the view that sweeteners are artificial and unhealthy. Plant-based sweeteners such as stevia have been available for more than 40 years, yet there is little public understanding of what they are and they have only recently risen in popularity in the West. However, they tick the right boxes for health-conscious consumers – they have a natural origin and contain no calories whatsoever.

But stevia-based products will see no success if their benefits over alternative sweeteners are not better communicated. It is not just consumers who need educating – manufacturers and food suppliers must be able to justify the use of these products if they want to challenge the negative preconceptions.

It's easy to appreciate government advice on cutting down calories, but it's harder to put in practice if we're wary of the alternatives. Better food education is invaluable if we want the public to make more informed, healthier decisions.

Anna Herron is director of product testing at Marketing Sciences

Love BioWare

...Love Nature



Huhtamaki's BioWare paper cups are a compostable range of paper cups available in the new 'Love Nature' BioWare stock design. They are EN13432 certified and made with 100% PEFC certified paperboard.

For further information please contact Huhtamaki on 023 9251 2434 www.foodservice.huhtamaki.co.uk



PACKAGING ADVERTORIAL IN ASSOCIATION WITH



Paper recycling comes into blossom

A garden showcasing the complete circle of packaging reuse has scooped two awards at the Chelsea Flower Show, writes **Jackie Mitchell**.



AN ECO-FRIENDLY garden showing the possibilities of paper packaging reuse has picked up two awards at this year's Chelsea Flower Show.

The Paper Chase, created by Sparsholt College and sponsored by Huhtamaki, won both the Royal Horticultural Society's Gold Award and the Best RHS Discovery Exhibit accolade.

Designed and created by a team of 21 Sparsholt students aged 17 to 31, led by lecturer Chris Bird, the garden's five sections demonstrated paper processing and production and the merits of composting. All the plants on display were grown in compost created from the disposal of Huhtamaki's BioWare paper cups. The garden showed the complete circle of recycling – from sapling to tree to cup to composting to garden to sapling.

Huhtamaki's John Young said: "We are over the moon to have won these two awards. It's a fantastic achievement not only for sustainability but as recognition for the hard work invested by Chris and his students."

Each of the garden's sections showed a facet of paper production, use and reuse. A storage shed was located in the middle of the garden with a green turf roof where wild flowers were growing. One section displayed plants, such as eucalyptus, used to make paper and paper-like material. Giant images such as forests were used as backdrops. Another section featured the 'Ice Tunnel' or de-barking machine. Tablet computers gave visitors additional information. One of the highlights was the café area with a vending machine containing coffee, orange, lemon and tea plants, growing in BioWare cups. Bird said: "It was important that the garden had a clear message. It had to stand alone and tell its own story."

Another section illustrated the composting process. BioWare paper cups were mixed with green waste such as grass cuttings and twigs and composted at an open-air facility run by the Woodhorn Group. Bird said: "The compost heap in the garden was the most photographed." Huhtamaki's John Young said they had received inquiries from customers wanting to buy the compost. "We'll have to

look at the logistics of it. Who know where it might go?"

The final section of the garden was a spectacular display of flowers, vegetables and herbs. Bird said: "We wanted to showcase the maximum range of plants. Everything has been grown in the compost in propagation houses."

Since last December all hot drinks sold in Sparsholt's restaurant and bar were in BioWare paper cups, which were collected in recycling bins. These were taken for composting by Woodhorn. A total of 10,000 cups were composted and mixed with green waste. This was followed by two weeks' sanitisation with daily checks followed by 10 weeks' stabilisation with weekly monitoring before the final assessments to ensure the compost passed PAS 100 certification, the industry standard.

But it doesn't end there. In keeping with the environmental message, the plants were not thrown away. The majority were planted in a garden at the National Trust's Sandham Memorial Chapel in Burghclere, Hampshire, or sold on the last day of the Chelsea Flower Show.



Footprint Awards 2014

...and the winners are...

THE WINNERS of the fourth annual Footprint Awards were finally revealed during a glittering ceremony at the prestigious East Wintergarden on May 22nd.

A series of recounts were ordered, due to nail-bitingly close judging scores across the categories. In fact, entry standards in 2014 were so high, said organisers, that results across all categories were checked against key criteria three times.

The winners of the awards are carefully selected by a panel of expert judges, using strict criteria to measure the sustainable impact of each product, company or service.

Judges commented that it had been extremely tough to pick just one winner from all the entries; so many deserved recognition of the achievements they had made in the past year, they said.

The Footprint Awards are the only scheme of their kind, recognising the outstanding sustainability achievements of businesses – great and small – throughout the foodservice supply chain.

Winners on the night included some of the hospitality industry's biggest names, such as Coca-Cola, WRAP and Aramark & Chef Direct. Meanwhile, Café Muse at Manchester Museum took home the Community Vote, proving that you don't have to be big to make a big impact.

Speaking at the event Nick Fenwicke-Clennell, the Footprint CEO, said: "Five years on from the first Footprint Awards and I'm delighted to see the progression and number of businesses who are helping to put sustainability at the forefront of the foodservice industry.

"Whether it's in the area of natural resource, energy or waste, the sustainability campaigns and initiatives being pioneered by companies large and small have become intrinsic to business."

Footprint's MD, Charles Miers, added: "All of this year's winners highlight the ongoing achievements of some of the biggest and most entrepreneurial names in the foodservice and hospitality industry. But

it's not just large corporations who are helping to make a difference – we want to thank everyone who entered this year's awards, big and small, for their wonderful efforts to reduce the impact of their processes or services on the environment and on society."

As ever, the Footprint Awards continued to push the boundaries of the sustainability story by placing a red Massey Ferguson tractor in the heart of the East Wintergarden, and presenting guests with a live dashboard that contained real-time facts and figures about the responsibility, sustainability and provenance of all aspects of the Footprint Awards menu. The brand-new technology was created with the help of Green10 and Winnow Solutions and is the first of its type to showcase the sustainability of such an event.



SUSTAINABLE USE OF NATURAL RESOURCES AWARD

SPONSOR: Solo Cup Europe
WINNER: **The Caterer's Linen Supply**
RUNNER UP: Mara Seaweed

WASTE MANAGEMENT & REDUCTION AWARD

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WINNER: **Nicki Fisher, Pret A Manger**



At sixes and sevens

New research has suggested that the five-a-day guideline for fruit and veg consumption should be lifted to seven-a-day. Footprint asked foodservice experts whether it's achievable and, if so, how.

SERVING 45,000 meals daily at companies including M&S and Virgin Atlantic, we're well placed to facilitate healthier diets for our customers. Our nutrition platform, Wellbeingbeingwell, is an ideal vehicle to promote fruit and vegetable consumption.

Our Responsibility Deal pledge on fruit and veg consumption has also resulted in a number of changes to menus to make it easier for people to hit five-a-day. But with the best will in the world, health by stealth will only take you so far, and many people still struggle to reach the five-a-day target. There's a long way to go, especially if the new goal is seven-a-day. Let's hope the government's nutrition advisers have some great ideas up their sleeves if they plan to make this a reality.

We're lucky to have the nutritionist Amanda Ursell guiding every aspect of our approach. Amanda and our executive chef, Jim Wealands, deliver in-depth chef nutrition training with healthy eating as its top priority. Upgrading the fruit and veg content of dishes in place of less healthy elements is a key focus of this training, which has a health-by-stealth approach. We also educate customers with proof-based communications about five-a-day.

Our chefs focus on upweighting fruit and veg within recipes, constantly inventing new ways to squeeze these into a dish; for example creating cakes with fruit puree instead of butter and margarine, making them healthier and tastier. Our Veg Plot initiatives encourage and incentivise customers to consume three fruit and vegetable portions at work, to eat more vegetarian dishes and to choose fruit for snacking. We've also enlarged vegetable portions to 80g, qualifying each as a five-a-day item.

When we offer money off multiple five-a-day purchases, supported by five-a-day educational messaging, sales increase significantly. This suggests that both price and education are potential barriers to increased fruit and vegetable consumption.

Caroline Fry is joint CEO at CH&Co.

THE FIRST thing to remember is that the advice from the Department of Health has always been that five-a-day is a minimum rather than a maximum when it comes to the amount of fruit and vegetables we eat. What the research from the University of London found was that people who ate seven portions of fruit and vegetables a day or more had significantly reduced rates of death from any cause, including cancer and cardiovascular disease, compared with those only managing one serving a day or less.

To put these findings into perspective, the study used dietary data collected over a 24-hour period, which may not be representative of a person's usual diet, and doesn't take into consideration that their dietary habits could change over time. We also need to remember that the people who ate more fruit and vegetables were typically older than those who ate less and that they were less likely to smoke, were more likely to be from a higher social class and have a better higher of standard education. They were also more likely to be female.

So given all these caveats, is it worth taking seriously?

On balance yes, but ultimately the aim is to encourage an increase from current consumption. Even though the UCL study didn't show a benefit in eating frozen or canned fruit and vegetables, I'd certainly include them in your total. We know that antioxidant pigments like the orange beta-carotene and the red lycopene are absorbed better once vegetables such as carrots and tomatoes are cooked, making canned versions, in my mind, good options.

We know that vitamin C levels in frozen peas are often higher than in fresh ones by the time they make it to your plate.

Fruits and vegetables are one of those rare things in the world of nutrition where we can, hand on heart, say: "Just eat more."

Amanda Ursell is an independent nutrition consultant to CH&Co

INCREASING FRUIT and vegetable consumption is hugely important. Ideally we should aim to eat more than five portions a day, yet many of us still aren't reaching that target. At Compass, fruit and vegetables are readily available in our restaurants. We also run promotions that include fruit and vegetables and we use the "Know Your Food" information boards displayed across our sites to highlight the five-a-day message.

For us, there is really one main challenge – customers. Ultimately it's our customers who choose how much fruit and vegetables they buy; we want to provide the best selection possible but need to avoid being left with too much waste.

We work really hard on recipe development so that composite dishes such as lasagne contain as many vegetables as possible. People often forget that they don't have to eat fruit and vegetables by themselves to consume the necessary portions; vegetables in dishes count and fruit with no added sugar in puddings can also make up your five-a-day.

Fruit and vegetables should be part of an enticing, seasonal and varied food offer and promotions are a great way to encourage people to consume more. We've also introduced hampers in some of our sites; these contain our customers' five-a-day for a whole week and can be purchased at the start of the week, encouraging increased fruit and vegetable consumption.

Another example is within the messes, where ESS – our business dealing with defence, offshore, government and remote sites – provides the catering. By simply putting fruit in a more accessible position and making it look more visually appealing, we have seen a 50% increase in fruit purchased.

Nicky Martin is head of nutrition at Compass Group UK & Ireland

THE UNIVERSITY College London (UCL) study reported that the higher a person's intake of fruit and vegetables, the lower their risk of death from diseases such as cardiovascular disease and cancer. People in the study who ate seven or more portions a day had a 33% lower risk of death from these diseases compared with people who ate less than one portion.

A recent poll we did with 1,185 UK consumers has shown how difficult it is for consumers to achieve the Department of Health's recommended five portions of fruit and vegetables a day, let alone the seven quoted in UCL's study. Our poll shows that on average UK consumers report they eat 4.3 portions a day. When asked whether they would be able to eat seven a day, nearly half admitted it would be difficult.

A fifth of consumers said the price tag for fruit and vegetables prevented them from eating more, and more than one in 10 were put off by the amount of planning and preparation required to fit fresh fruit and vegetables into their diet. However, 50% said nothing prevented them from eating more fruit and vegetables, suggesting they believe their fruit and vegetable intake is adequate.

Many consumers believe they are actually eating enough fruit and vegetables and can't imagine how they would incorporate more into their diet. The five-a-day message has been picked up by consumers as a benchmark – if they believe they are managing to eat roughly that, then they think they are doing a good job. Seven-a-day would require a shift in consumer mindset and behaviour.

Food and drink companies are in a strong position to help consumers incorporate more fruit and vegetables into their diet by revisiting recipes, improving the sensory profiles and nutritional properties of products and including sensory and health claims on packs.

Emma Gubisch is strategic insight manager at Leatherhead Foods

Resting on their laurels

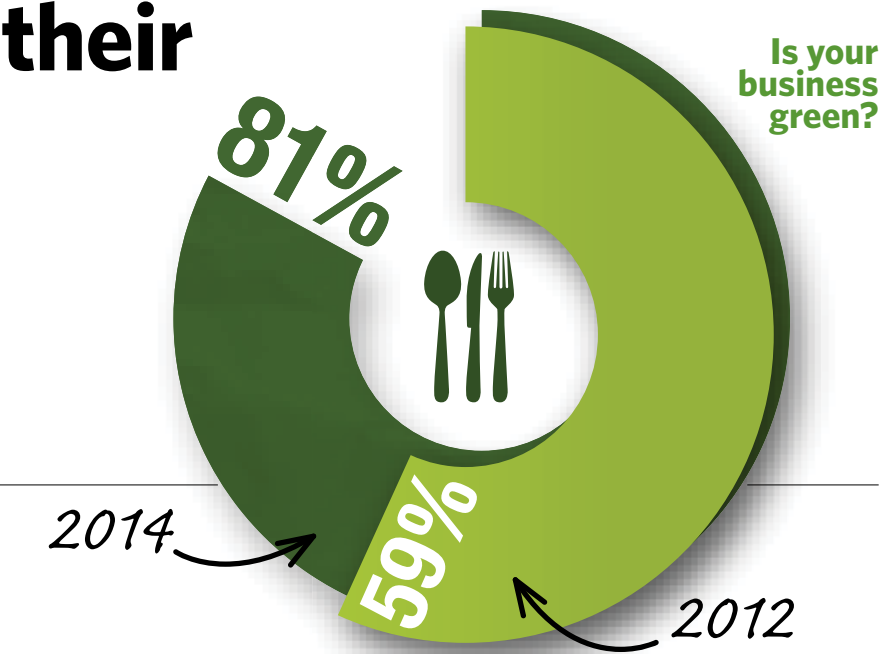
Over 80% of restaurants would describe their business as green. But let's not get carried away, says **David Burrows**.

BACK IN 2008, 59% of restaurants felt that their businesses were green. In 2014 81% believe that's the case. It's an impressive jump. The fact that the restaurant sector has seen the biggest drop in how difficult staff find it to be green at work – down from 38% to 14% – is also a positive sign.

But let's not get carried away. The results of the latest "Gram Green Paper", published at Hotelympia recently, also showed that the restaurant sector is the least likely to want to be more green – 34% said they didn't want to be greener, compared with just 17% in hotels. The gap was even wider when compared with contract caterers (just 10% of those working in healthcare catering didn't want to be greener). Restaurants also had the highest number of respondents who said they had no green initiatives to follow – 41% against a 25% average across all caterers and foodservice businesses.

The question is: do restaurants feel they've done the green thing?

Given that many of the most popular initiatives involved recycling (packaging was deemed to be the easiest) and managing



energy use (thought to have the greatest impact), there is clearly a very long way to go. A panel session at Hotelympia focused on how restaurants, as well as the rest of the foodservice sector, can go beyond the easy fixes to make a real difference.

22% restaurants are not willing to pay a small increase in costs to be greener

This will require a change in mindset, not least when considering costs. Much has been made of the millions of pounds food businesses throw away with their food waste each year, but there are many other areas where some investment in time and money can produce significant results.

As Dominic Burbridge, an associate director at the Carbon Trust, explained: "Over the 10-year lifespan of your kitchen equipment, more than 80% of money

is spent on energy consumed and less than 20% on the equipment itself. Energy prices continue to go up year after year so investing a bit more upfront in energy efficient equipment is a no-brainer for any business no matter your size."

Still, 22% of restaurants are not willing to pay even a small increase in costs in order to be greener. As Gram concluded: "It's encouraging that more restaurants consider themselves greener than before, but they could be feeling the squeeze on the bottom line, which is in turn affecting their outlook and confidence in being able to continue to strive for more environmentally sustainable actions."

"Having slipped down the rankings to become the sector least keen to be greener, it's important to make sure complacency doesn't set in, or that the barriers don't become too hard to overcome."

In other words, the journey is far from over.

The deceptive rise of Fairtrade

Sales of the products have hit £1.78bn but it's not ethics that are driving people's buying decisions, says **Frances Pirie**.



HUMANS ARE essentially selfish creatures. They focus their attention on things that directly benefit themselves or their immediate family. Issues that affect their local community (town, region, even country) are next most influential. People in distant countries – including Fairtrade farmers – unfortunately fall into the sphere of weakest influence. Looking out for their welfare, particularly in times of economic hardship, comes well down the hierarchy of consumer priorities.

So, why have sales of Fairtrade products risen 14% to £1.78 billion in the past year?

The increase is likely to be a consequence of the proliferation of products carrying the Fairtrade logo than rising demand from consumers. Many people are "accidental" Fairtrade consumers who do not necessarily endorse Fairtrade or even understand what it stands for.

Volume sales figures are largely driven by manufacturers keen to display their ethical credentials and can therefore be misleading. In the UK, entire product lines have been switched to Fairtrade, while all major supermarkets now carry ranges of their own-

label Fairtrade products; carrying the Fairtrade logo has become a hygiene factor for certain categories.

There is also a peculiarly British phenomenon in that animal welfare is invariably put before farmers in developing countries. Fairtrade is up against this in the UK.

Carrying the Fairtrade logo has become a hygiene factor for certain categories

So where does this leave us?

Consumers identify with simple, easy to understand claims such as "healthy", "no sugar", "free from artificial flavours" and so on. While Fairtrade may sound simple, the mechanism behind it is complex, both economically and politically. Consumers are unsure how it works in reality and don't know specifically what's in it for them.

Fairtrade also faces competition for consumer attention. The average consumer dedicates less than four seconds to any one product when making a selection from the supermarket shelf. A plethora of different on-pack claims, both health-related and ethical, bombards the potential buyer, making it critical for messaging to be clear, simple

and relevant.

Recognition of the Fairtrade logo among UK consumers is high – but this alone is not enough to cut through the noise of competing claims. Fairtrade needs to be firmly linked in consumers' minds with a clear, compelling benefit.

In the absence of any concrete benefit for consumers, it is unlikely that Fairtrade will ever become prominent in their hierarchy of considerations. Along with "organic", it could be argued that this is more a lifestyle choice than a real consumer need.

Nevertheless, there is an opportunity to make Fairtrade more personally relevant for the consumer. Take Cissé Trading, a supplier of Fairtrade chocolate baked goods and beverages, which has taken a small step in this direction, using QR codes on its packaging to direct customers to a Facebook page where they can leave messages for the farmers who grow the ingredients. This brings them closer together, potentially moving Fairtrade farmers into that secondary sphere of influence: community.

Frances Pirie is a director at MMR Research Worldwide.

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Gold star for universities

Why this year's Footprint Awards recognised the education sector's increasing focus on sustainability.

This year, the 2014 Footprint Awards successfully introduced a new award to recognise the increasing focus that the education sector – including higher and further education – is placing on the sustainability agenda.

Together with its sponsor TUCO (The University Caterers Organisation) the Sustainability in Education Award attracted many entrants and brought to light the many green initiatives that are springing into action at universities across the country.

With education establishments committing to a reduction in their carbon footprint, it is increasingly important for their sustainable practices to be recognised, especially regarding catering. As Julie Barker, the chair of TUCO, says: "Education establishments and local authorities are having to make tough choices about where and how they source their produce whilst keeping costs to a minimum and so it was brilliant to see those who are successfully achieving this being recognised at the Footprint Awards.

"This growing initiative has provided a valuable platform to share best practice across the entire catering sector and demonstrate to others how to keep things green, even when budgets are tight."

Durham University was crowned winner of the Sustainability in Education Award, with its impressive and detailed Environmental Sustainability policy which covers both of its historical sites. Nevertheless, other universities were hot on Durham's heels.

The University of Brighton and University of Manchester were close runners-up due to their commitment to local sourcing and eco-friendly operational policies, but many more TUCO members are taking on the challenge of reducing their food waste, thinking of new ways to reduce their carbon emissions and using Fairtrade and local suppliers.

We are very much looking forward to next year's awards to see what further advances in sustainability will have been made within the further education catering sector.



Winner: Café Muse, Manchester Museum. Mark Durden-Smith, Paul Collins of sponsor Reynolds, Adam Woof from Café Muse, Manchester Museum, The University of Manchester



Winner: University of Durham. L-R Mark Durden-Smith, Julie Barker of sponsor TUCO, John Turner and Shona Millar of Durham University.

Cut energy rather than pull pints

Pubs are being advised to focus their efforts on energy reductions rather than selling more beer if they want profits to rise. **David Burrows** reports.

A LITTLE HEALTHY competition never hurt anyone, which is why a new benchmarking scheme to improve energy efficiency across the hospitality sector comes with some big ambitions.

Launched at the end of April, the initiative comes from the Hospitality Carbon Reduction Forum. Boasting 80% of managed restaurant and pub outlets in its membership, the forum has been working with consultants at Carbon Statement to better understand the relationship between energy use and profitability.

The first set of results has provided some fascinating insights – not least the finding that the difference between the best and worst performing companies equates to a 2% gap in operating margins. In fact, if the entire sector performed as well as the leading chain in terms of energy use and efficiency it would represent a £100m increase in profits. That's the same as selling another 250m pints.

Carbon Statement's Peter Charlesworth heads the project. He says it was set up with this change of mindset at its heart – to give



energy managers in the sector hard figures to show the difference energy efficiency can make compared with, say, chasing more customers and selling more pints.

"Energy use is being treated ever more seriously at board level as an opportunity to reduce profit erosion and increase profit margins," he says. "It's moved from a position of fourth of fifth on the priority list for these businesses to number two after staffing costs."

The data has helped thrust the issue up the agenda. Each member has received a detailed appraisal of where they stand in terms of energy cost per pound of turnover, energy investment and energy use per site. In each area they are positioned against everybody else in the sector, though the names of other companies have been removed.

Energy efficiency improvements could represent a £100m increase in profits – the same as selling 250m more pints

"It has been a great tool to help the sector understand the areas where they are behind the competition. Every company knows that they cannot afford to become uncompetitive," Charlesworth adds.

The forum also offers an opportunity to share best practice. Chris George, the head of energy and environment at the Whitbread Group, explains: "A lot of progressive work is being done by restaurant groups to

reduce energy wastage without affecting the customer experience, but as a sector we are still fragmented in our approaches, ways of working and reduction programmes – there's scope to collaborate even more to share best practice to lead our sector. That is why the forum is a great catalyst to leverage productive change."

One of the forum's members, who wished to remain anonymous, says the benchmark report he's got has been a "really useful internal communications tool". He says: "When the board asks me why a competitor is saving X times more than us through its new energy initiatives I can now show them the report I've got indicating that it's because they have invested X times more than us. It's a great way to keep track of the competition and the benchmarking helps take things to the next stage."

Carbon Statement's director, Mark Chapman, is hopeful that being able to see where the competition is on energy will drive change across the sector. A large number of forum members have not invested in energy efficiency in the past three years and this could leave them behind the competition.

"Too many companies are wasting hard-earned profits by not taking energy efficiency seriously. The leading companies that prioritise and implement optimisation initiatives invest up to 10% of their annual energy spend every year – and are seeing results."

My viewpoint

With businesses facing rising costs and uncertain supply chains it's time to embrace the circular economy, writes **John Twitchen**.



“THE CIRCULAR economy is a very straightforward concept, and very easy to picture in its purest sense. But debate rages over what it actually means, and therein lies the problem.

There is as much interest in the theory of the circular economy as there is in the practical. Often its meaning is moulded to fit existing systems or functions, or what someone wants it to mean for convenience. Too frequently, one component part of the supply chain will talk about what it has achieved, rather than what it has encouraged and enabled a supply chain to deliver. This is where *Footprint* comes in, with its supply chain focus.

Purists are dismayed at the simplification of the circular economy, as they were – and still are – at the dumbing down of “zero waste” with the practical addition of “to landfill”. But that's the problem: if you start with utopia as the aim, you have set up to fail.

But I don't see what's been achieved to date as a failure; far from it. There has been huge investment in anaerobic digestion,

substantial increases in recycling and a real focus on procurement and supply chains. But by the few, not the many.

Just over a decade ago, a supermarket representative said at a waste sector event: “I want to achieve these targets and more, but it must not cost more than landfill.” Time moves on. That same supermarket has now embedded targets for avoiding carbon emissions into financial targets.

Brands are in a uniquely powerful position to change habits, make markets and lead the way. This is important: with power comes responsibility. And brands are centre-stage – their name is on the product, in the bin and occasionally in the gutter when someone doesn't properly dispose of their drinks can or sandwich wrapper.

They own the problem whether they like it or not. But this often comes about through solving the problems of others – convenience, efficiency, cost. However, the challenge has changed. It now includes environmental limits, security of supply, finite resources, and consumer and shareholder expectations.

I'm naturally optimistic and trusting. I think major corporations can and will lead the way. In some cases they already are.

So ultimately power rests in the relationship with consumers – all of us, at home and at work. We have choices to make; currently those choices may be more financially influenced, in part due to the state of the economy.

But the squeeze from increasing costs, increasing demand, a growing population, competition and technology affecting buying and selling patterns means that the time is now for the circular economy.

Supply of raw materials and demand for raw materials are clearly a major threat to some supply chains, and thinking circular is the key.

Over the medium term, history has shown that major shifts are often led by innovation, technological breakthrough and by major corporations investing.

Seldom are they led by politicians. Legislation is there to catch the laggards, not instruct the leaders. Let the leaders get on with it, but please make sure you are right behind them in support.”



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GM free-for-all

Changes to European laws and a labelling battle in the US have brought GM back in the spotlight. But will freedom to choose boost organic sales, asks **David Burrows**.



THERE'S RARELY a dull moment in the debate on genetic modification (GM). But this month has been a rollercoaster.

First, the EU environment council announced that member states rather than Brussels can now dictate whether plants are approved or banned. It's a move that pleased no-one – apart from the UK environment secretary.

Second, as reported in *Farmers Guardian*, the chairman of the UK's largest organic milk co-operative broke ranks with the rest of the organic sector. GM “is not the right thing to do, but I believe people should have the choice,” said Lyndon Edwards from the Organic Milk Suppliers Co-operative (OMSCo).

And third, across the pond, the ice-cream maker Ben & Jerry's moved to rename Chocolate Fudge Brownie – one of its most iconic flavours – to Food Fight Fudge Brownie. A portion of each GM-free tub sold will go to a fund to combat opposition to a new law in Vermont that requires products to be labelled if they contain GM ingredients (ironically, Ben & Jerry's owner, Unilever, is one of those opposing the law through the US Grocery Manufacturers Association).

“We're not scientists, and we know there are debates pro and con about GMO usage,” Ben & Jerry's states on its website. “Regardless of the debate, Ben & Jerry's believes people should be informed and have the right to decide for themselves.”

Those in biotech tend to agree. “A

company like ours [Bayer CropScience] will live and die in the marketplace. If people won't buy [GM], supermarkets won't stock it and farmers won't grow it,” says Julian Little, the government affairs manager at Bayer and chair of the Agricultural Biotechnology Council.

Choice, it seems, is what Europe, OMSCo, Vermont, Ben & Jerry's and big biotech all agree on. Never was it thus in this debate.

So with Europe changing its stance, will GM crops flood the UK? Will organic die a death as the modified plants spread across boundaries and contaminate neighbouring organic farms? And will we all be surviving on “Frankenstein foods”?

Growing GM crops in the UK could be the kickstart organic has been waiting for

Unlikely. The UK environment secretary, Owen Paterson, an unabashed supporter of the technology, welcomed Europe's change in stance and wants Europe to embrace GM or risk becoming “the museum of world farming”. Yet Scotland and Wales are GM-free and proud of it. “The cultivation of GM crops would ... damage Scotland's image as a land of food and drink,” reads Holyrood's website.

And this is the critical point: image. Peter Melchett, the policy director of the organic certification body the Soil Association, says England “risks getting a reputation as the GM centre of Europe”. However, it will

be the market, not politicians, that decides what's grown and what isn't. “Owen Paterson can make [pro] GM speeches but until Sainsbury's and Tesco say they'll stock [GM food] farmers should listen to their markets.”

One could argue they already do. Many of the big supermarkets have recently changed their policies to allow poultry farmers to feed GM soy to their chickens, with no apparent nosedive in sales – though there isn't the requirement to label it as GM.

Bayer's Little also wants choice. “From the beginning we've said that if people don't want to buy GM, as some suggest, then [growing GM crops in the UK] could be the best marketing ploy ever for the organic sector. Maybe this is the kickstart organic has been waiting for.”

It's no secret that the organic market has had a torrid few years, with many supermarkets delisting the foods on the basis that they are too expensive. The land used to grow organic crops has also been falling. Then the horse meat scandal broke.

Last year, organic year-on-year value sales increased throughout 2013, according to Kantar Worldpanel figures, while the Soil Association's 2014 market report provided more than a suggestion of recovery.

So, with consumers keener than ever to know what's in their food – 83% want more information according to a Trace One survey in May – perhaps now is the best time to let GM and GM-free into the ring?



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FOOTPRINT ENERGY & EQUIPMENT

Make hay from the sunshine

The rest of the food industry should follow farmers' lead when it comes to cashing in on renewable energy, argues **Carl Benfield**.



FARMERS HAVE gobbled up the opportunity to generate renewable energy – wind and solar farms now seem synonymous with British farming methods. Harvesting electricity alongside traditional crops has become commonplace, and with great financial benefits. Yet the rest of the food chain – manufacturers, restaurants and retailers – is lagging behind. What do our farmers know that the rest of the food industry doesn't?

Farmers Weekly magazine commissioned research last year as part of its Farm Power project. More than a third (38%) of 700 farmers surveyed had already invested in renewable energy, while 76% believed that renewable energy would play a greater role in their business. These are staggering take-up figures for a relatively new opportunity, so what's the reason?

First of all, there are the incentives. Recent changes to the single farm payment and common agricultural policy have created much concern among farmers, and the clear financial benefits of the feed-in tariff or the renewable heat incentive are an obvious alternative way to generate income.

Second, diversification is a practised art in farming: when solar panels can earn more money per hectare than crops, the move to renewables is more of a leap than a sidestep. Pasture land can even be maintained at the same time as sheep graze beneath solar panels.

Third, we've found farmers to have a deep understanding and respect for the natural environment. Indeed, no one relies on it more directly than the farmer.

Put simply, renewable energy gives

businesses the ability to save money and generate income.

The feed-in tariff pays an amount for every unit of electricity generated from renewable means such as solar photovoltaic, wind turbines and hydroelectricity, even if you use it on site. The renewable heat incentive works in a similar way for heating technologies such as biomass boilers, heat pumps and solar thermal.

Finding the capital expenditure still seems to be the biggest barrier to installing renewable energy technology

Renewables have also made farmers more resilient to rising fossil fuel prices and reduce their carbon footprint. With many of their larger customers demanding low-energy, low-carbon food, this can be an environmental and commercial benefit.

This brings us back to the original question: why aren't other related food industries following suit?

The Food and Drink Federation is aiming to reduce CO2 emissions by 35% by 2020. Much of this is through energy efficiency measures which we, at Prescient, strongly support. But efficiency isn't always easy or appropriate. So what about actually taking that next step of generating your own energy?

Finding the capital expenditure seems to be the biggest barrier we've come across when speaking to the manufacturing sector: if investment doesn't pay back in two years then it doesn't get past the board. The financial benefits over the 20 years of the feed-in tariff or renewable heat incentive can be kick-started by tax-beneficial loans or hire-purchase schemes that keep the

systems off balance sheet. Communities can also be engaged by allowing them to become shareholders in the project.

At the consumer-facing end of the industry there are chinks of light. The Sustainable Restaurant Association points green-minded consumers in the direction of eateries with a green conscience, but again energy efficiency seems to be the goal.

And then there are the retailers. Sainsbury's seems to be setting the example here; its latest 2013 update states it has 107,396 solar panels installed across its sites, making it the largest multi-site solar array in Europe. The supermarket hits the nail on the head when it states that its sustainability practice makes "good business sense". But this is just one example; there are many other retailers where renewable energy has become a core policy.

With adoption of renewable energy in farming set to reach greater heights, it's about time the rest of the food industry paid attention. Farmers could teach us all a bit about seizing opportunities and how the early adopter can catch the sun.



Carl Benfield is managing director of Prescient Power

Waste not, want not

Big retailers have been battered by the storm over food waste. Distributing surplus stocks to food banks can tackle the crisis and make a huge difference to the UK's poorest. By **Carrie Lorton** and **Adam Read**.



THE HOUSE of Lords has published its extensive assessment of Europe's food waste crisis. Some 90m tonnes are being thrown away – a figure the chair of the subcommittee leading the inquiry called “morally repugnant”. Baroness Scott called for urgent action across the continent and domestically. Supermarkets were urged to do “much more” to cut waste right along the food chain.

The supermarkets have been at the centre of the food waste storm. Whether it is complaints about their use of buy-one-get-one-free offers which blatantly encourage consumers to buy more than they can eat; our own poor household management (or our lifestyles getting in the way) resulting in food being thrown away; or the wastage that occurs in the supply chain between farm and supermarket (including “ugly” produce), food retailers have often been labelled as the problem. But this also makes them a big part of the solution.

One of the areas where they could do much more is food redistribution. The Waste and Resources Action Programme (WRAP) recently produced figures on food waste arisings, reporting 6.5m tonnes of waste in the grocery retail supply chain, of which 3.9m tonnes is direct from food and drink manufacturers. This is pre-consumer wastage.

With food prices and living costs rising, alarming numbers of the UK public now rely on food banks. The Debt Advisory Centre has said 6% of UK adults had to pay for food on credit in July 2013. And it is estimated that 20% of the food used by charities to feed the UK hungry is received from stores

either as waste or through a third party which diverts surplus food to charities before it ends up as waste.

Given these statistics, it's no surprise that retailers and politicians are being asked why more vulnerable people can't benefit from better management of surplus food. So what is being done?

Retailers and politicians are being asked why more vulnerable people can't benefit from better management of surplus food

The responsibility of supermarkets to address surplus food waste has been a topic of debate in the UK since Kerry McCarthy's private member's bill in 2012. McCarthy proposed three main legislative

changes: supermarkets and manufacturers to have a legal obligation to donate surplus food to designated charities; other businesses and public bodies to be encouraged to do the same; and the development of a UK version of the Bill Emerson Good Samaritan Act in the US to protect those involved from any liabilities.

After the introduction of McCarthy's bill, DEFRA gave WRAP the task of undertaking the UK's first quantitative research on the subject, initiating the Food Connection Programme, a trial to develop relationships and best practice between big retailers and the charity sector. Ricardo-AEA was contracted by WRAP to support this

Quick wins in war on food waste

- Undertake a waste audit to understand what surpluses are regularly occurring and why
- Review your organisation's policies around surplus food redistribution or use the Guiding Principles to Food Redistribution to help develop an appropriate policy
- Identify local charities or hubs that could take your surpluses and invite them in for an initial chat
- Work with your preferred charity to develop a Service Level Agreement and use the tools and resources in the Food Connection Programme to help set up the relationship and services
- Communicate and celebrate the success of your redistribution work and the positive effect on local communities as well as in terms of financial savings and environmental benefits

initiative, collect data and report back on the work, the findings of which were published in April.

The research found that while the amount of surplus food available at store level is small compared with the whole supply chain, it is enough to be of real benefit to those who need it (see graphic). The report also highlights that the barriers to rolling out redistribution from stores nationwide are still significant due to capacity and resource limitations affecting both charities and retailers.

However, the Food Connection Programme has identified a number of “quick-win” recommendations for retailers (see boxout), while the Industry Working Group has developed and published a range of good practice case studies that should encourage the industry to take action on surplus food redistribution across the supply chain, prioritise waste prevention and communicate internally and externally their approach to redistribution.

Despite the David-and-Goliath nature of the players involved, there is a real opportunity for both the retail and charity sectors to bring about a big change in the number and scope of surplus food redistribution networks

Despite the at times David-and-Goliath nature of the players involved, there is a real opportunity for both the retail and charity sectors, working in partnership, to bring about a big change in the number and scope of surplus food redistribution networks and solutions, from local to regional and national schemes.

Although the direct effect on waste diversion tonnages, and thus costs, may be modest the reputational gains for the retailers could be huge. The report's findings may be the call to arms that gets surplus food redistribution advancing.

This is a field where the media, the public and the retail sector can get involved, and where charities are delivering solutions. The momentum is really building.

Adam Read is a global practice director and Carrie Lorton is a consultant, both at environmental consultancy Ricardo-AEA.

Asda puts price tag on climate change

The supermarket is moving to reinforce its supply chain after its research revealed the £370m cost of extreme weather. By **David Burrows**.

ASDA SAYS it's going to take climate change seriously. Why? Because extreme weather patterns are already affecting major chunks of its supply chain – and it has the numbers to prove it.

Announcing its Climate Adaptation Framework at an event in London last month, the company's corporate affairs director, Paul Kelly, explained that 95% of the fresh produce it buys is already at risk. Sourcing, processing and logistics are all being affected, to the tune of almost £370m (see box).

Kelly said the chance to put hard figures on the impact of climate change has given weight to a subject that is often shrouded in opinion rather than based on fact. The data has also encouraged a serious rethink of how the supermarket does business and will result in “rebalancing the relationship” with its suppliers, he said.

Asda is more aware of the challenges and risks that producers face now and in the future. It's also aware that this could leave its shelves bare or filled with limited, very expensive fare.

As such, it will be encouraging suppliers to invest savings in climate adaptation rather than passing them on to the supermarket in the form of lower prices. How will this sit with a consumer base that has got used to being

“better off at Asda”, though? When pressed, Kelly suggested that supply chains were bulging with middlemen that add no value and these would be “taken out” to save costs too.

There was little specifically on what Asda will change as a result of this risk exercise, carried out with a little help from the accountants PwC and the Environment Agency – the “framework” so far comprises a short A5 booklet. The lack of detail is because of the “competitive advantage” provided by this new, shorter supply chain model based on long-term relationships with suppliers that can cope with the perils of climate change.

Asda now understands all too well that as the availability of food goes one way, price will continue going the other. According to an Oxfam report last month, the cost of Kellogg's cornflakes will rise 44% within the next 15 years. Asda wants to be sure its cereals, tomatoes and coffee won't go the same way.

95% OF ASDA'S FRESH PRODUCE IS AT RISK FROM CLIMATE CHANGE

	RISKS	VALUE AT RISK
SOURCING	Vulnerabilities in producing countries	£101.9m
PROCESSING	Processing sites and product ingredients	£163.9m
LOGISTICS	Infrastructure disruption	£103.8m

Time to ring the changes

Food businesses need to look closely at three climate reports which show we need a new model now to feed the world by 2050, says **Duncan Williamson**.



THREE RECENT reports from the Intergovernmental Panel on Climate Change (IPCC) clearly spell out the dangers of climate change. The reports warn that all aspects of food security will be affected by climate change. Any food business that wants to thrive in a changing world should be looking at these warnings and looking at a new model: one that is less reliant on resource-intensive foods, oil, pesticides, fertilisers and grain. I'd also argue that the focus on producing more of everything is misplaced.

The 60% increase in food production by 2050 that many are pinning their hopes on will not solve global hunger, it won't guarantee food is affordable and it will not be available to the poorest. Especially as the global middle classes and rich will be demanding more resource-intensive foods, including meat.

It is not desirable to increase food production by 60% by 2050. Rather, we need to empower female farmers, shift to more sustainable diets and make more headway on cutting the vast quantities of

food we waste. This is how we will balance demand with supply, and ensure this is maintained for a long-term climate safe food system.

The IPCC reports provide a timely wake-up call. We need to start thinking in a new way, looking at solutions in every part of the food system from agricultural practices to consumption patterns. We need to develop a food system that is resilient and resource efficient, which supplies good food to all, not just calories. It must leave space for forests, as well as soil, land and aquatic biodiversity, and healthy ecosystems.

We need to frame climate change as a food issue

The way forward is to work towards sustainable food security, bringing together the social, economic and environmental aspects found in the five pillars: availability, access, utilisation, stability and sustainability.

The good news is we already produce enough food to feed 9 billion people, and we are making huge strides forward in our

understanding of agricultural practices, technology and diets. We just need the will to bring them together and move towards sustainable food security. This will be a food system that mitigates some of the effects of climate changes and adapts to others.

As Rachel Kyte, the World Bank vice-president for climate change, says, we need to frame climate change as a food issue. If we strive for a 60% increase in production but focus on resource-intensive foods, we will only fuel further climate change. The food we eat has to change – and that means the system does too.

What we are able to feed our children and grandchildren will depend on what we do about climate change, and whether we are rich or poor. All the stakeholders in the food system are involved in this choice and, with the climate already changing, we have to start making changes now.



Duncan Williamson is food policy manager at WWF-UK

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Back Page Quiz

- a) Does your business produce food waste?
- b) Can we help reduce it?
- c) Would it improve profits?
- d) Should you contact us?

See bottom of page for answers



Get in touch

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0800 038 0300

a) Yes you do – let us show you b) Yes we can c) Yes it would, often considerably d) Please do – we'd love to show you what we can do

FoodSmart is the first service of its type in the UK. It combines technology and business intelligence in the commercial kitchen to provide you with previously unavailable detail about sources of food loss and opportunities for improvement.

Answers