

FOODSERVICE

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# FOOTPRINT



## AGRICULTURE SPECIAL

### HOW GREEN IS MY GARDEN?

Steve Munkley, Executive  
Head Chef at the Royal Garden  
Hotel on his commitment to  
sustainability

### IS RETAIL AHEAD OF FOODSERVICE?

We find out where we are

### PALM OIL

The Pressure Continues

Charlton House: Driving the Red  
Tractor throughout its business

Serve Pork With a Clear Conscience:  
Tony Goodger of BPEX explains why

Footprint Awards 2011: Much more  
than just an annual award ceremony

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





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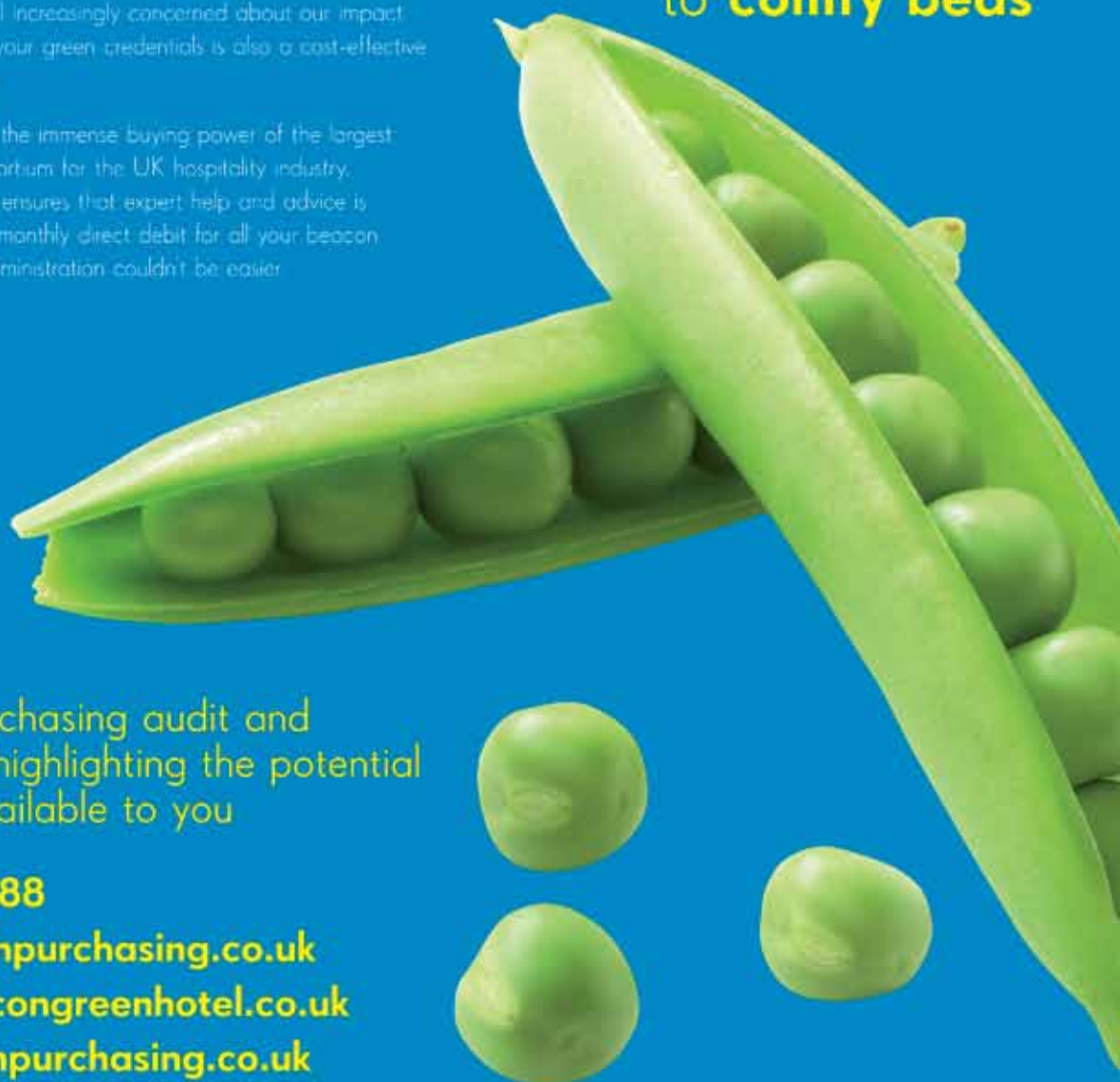
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## Dear Reader

**R**ory Sutherland, in a July column about climate change in *The Spectator*, concluded “Perhaps right-wing people can learn to like environmentalism the way left-wing people learn to like Wagner – by separating the outcome from the motivation”. Whilst I don't necessarily subscribe to the premise that any specific area of the political spectrum underwrites environmentalism, I do believe that Sutherland makes a very good point, arguably felt in no other industry more than in foodservice. Whether we are motivated by the argument of diminishing resources, climate change or a better world for our grandchildren, there is no debate that the net result is an accountability to the environment and commercial advantage. More and more people are confidently coming to the fore and admitting that, whatever their motivation has been, there are noticeable advantages to the ‘bottom line’. This will become a mainstream view but we have a long way to go yet. Another definitive step in the right direction will be Footprint Forum on 21 September, where the members will be discussing foodservice and agriculture and will be promoting understanding between the two sectors. Footprint Forum will welcome Lord Carter of Coles as a keynote speaker and we hope to make headway and as ever promote transparency, understanding and cooperation.

You will also notice the launch of Footprint Awards on page 28 in this issue. Over the coming months, you will see a great deal of information about the first Footprint Awards and we hope you will be a part of this recognition celebration. For more information please do not hesitate to contact any of us.

For more information on both of these events, please contact [events@footprint-forum.com](mailto:events@footprint-forum.com)

**Charles Miers, Managing Director**

# CONTENTS

## NEWS

- 4 – 10** **The House of Lords** is calling for foodservice industry input into ‘innovative’ EU legislation. British Food Fortnight encourages everyone to buy and serve British; Brakes Group’s ‘Green train’ wins award

## INTERVIEWS

- 20** **How Green is my Garden?** Steve Munkley, Executive Head chef at the Royal Garden Hotel, is passionate about sustainability

## FEATURES

- 12** **Game on for Glory:** Make more of British game on mainstream menus
- 16** **Palm Oil – The Pressure Continues:** Is the Roundtable on Sustainable Palm Oil (RSPO) making a difference?
- 24** **Climate Change Hits Tea and Coffee Growers Hard:** Adaptation is imperative says Cafédirect
- 26** **Is Retail Ahead of Foodservice?** We find out where we are in terms of environmental policies, packaging, logistics and sustainability
- 36** **Topping the Tables:** Dudson’s CSR commitment is a family affair
- 38** **Charlton House Drives the Red Tractor:** CH&Co has a firm hand on the steering wheel
- 41** **The Waste Land:** Foodservice must take the lead on waste

## COMMENT

- 30** **Serve Pork With a Clear Conscience:** Tony Goodger of BPEX explains why

## CASE STUDIES

- 22** **Understanding Agriculture:** The importance of good relationships with growers
- 32** **Freshly Contracted:** Brakes’ agriculture policy

## EVENTS

- 28** **Footprint Awards 2011:** Much more than just an annual award ceremony, this innovative awards programme recognises the already massive contribution from the industry in its attempt to reduce its significant carbon footprint.

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# INNOVATION IN EU AGRICULTURE: HOUSE OF LORDS COMMITTEE WANTS YOUR VIEWS



Lord Carter of Coles

An inquiry into Innovation and EU Agriculture has been launched by the House of Lords EU Sub-Committee on Agriculture, Fisheries and Farming and invites contributions from across the agricultural, food production, retail, environmental and research sectors. The aim of the inquiry is to identify how innovation in EU agriculture can be best supported, particularly at a time when factors such as population increase and climate change have greatly impacted the scale of the challenges facing agriculture in the UK, Europe and globally.

The Committee's chairman, Lord Carter of Coles, said: "Innovation can refer to specific examples of new technologies, such as biotechnology, information technology and new machinery; much simpler business processes, such as the decision to plant a new crop, alteration to a label or a change in the terms used to market a product; and more generic processes by which ideas are conceived, developed and deployed throughout the agricultural sector. Against this background, we have a number of issues that we want to explore with the help of contributions from interested parties."

The Committee will be considering:

- how far agriculture is innovating today
- what the obstacles to innovation are
- what challenges are likely to drive innovation in the future

- the key players and structures needed to support innovation in EU agriculture
- how the Common Agricultural Policy and EU Research Programme can help to resolve the issues identified

The closing date for written evidence is 24 September. The Committee will begin to take oral evidence from witnesses in the autumn with a view to reporting before next summer. To submit evidence or find out more about the inquiry and the work of

the Committee, please visit the Committee web pages <<http://www.parliament.uk/business/committees/committees-a-z/lords-select/eu-environment-and-agriculture-sub-committee-d/>> .

Lord Carter addresses Footprint Forum on 21 September. Another definitive step in the right direction when members will be discussing foodservice and agriculture and promoting understanding between the two sectors.

## Red Tractor pork winners

Ben Keggins, development chef at the Orchid pub group and Peter Manner, head chef at The Lygon Arms Hotel are winners in the BPEX Red Tractor Pork competition set up to raise awareness of Red Tractor Week (14-20 June) and encourage chefs to put Quality Assured pork dishes on the menu. Chefs simply had to submit a recipe featuring pork and other Red Tractor ingredients.

Keggins conjured up a Slow Roasted Pork Belly served on Black Pudding and Parsley Red Rooster Mash served with a Bramley Apple Cream Jus, while Manner created Slow Cooked Cider Belly, Thyme and Apple Sausage and Tenderloin Croute. Other winners were Chris Moore-Harper, head chef at contract caterers Charlton

House and Santiago Vaca, sous chef at contract caterers Elixir.

The chefs received a £50 'Red Tractor Goody Box' containing a joint of Red Tractor pork along with Red Tractor potatoes, vegetables, strawberries, cream and beer.

The four dishes will be served by the chefs at their outlets with Orchid Group, Elixir and Charlton House (all of which are Red Tractor licensees with more than 1,000 units) looking at extending the dishes to other units.

The recipes will appear in a BPEX Foodservice Red Tractor awareness recipe leaflet to be published in the autumn and on [www.redtractor.org.uk](http://www.redtractor.org.uk) and [www.porkforcaterers.com](http://www.porkforcaterers.com).



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# British Food Fortnight



**British Food Fortnight**, now in its ninth year, takes place from 18 September to 3 October. The awareness campaign not only celebrates the diverse range of British food and drink, it encourages everyone to buy and serve British food, thereby saving food miles. During the fortnight, British menus will be served in foodservice outlets, there will be cookery lessons in schools, promotions and tastings in shops, as well as food festivals.

Many major foodservice companies are supporting British Food Fortnight including Brakes, 3663 First for Foodservice, Compass Group, Aramark, Mitchells & Butlers, as well as the National Trust and the Youth Hostel Association. Alexia Robinson, organiser of British Food Fortnight, said: "British Food Fortnight is a proven opportunity for caterers to use British produce to increase sales. It encourages pubs, restaurants and major food service outlets to buy and serve British food, thus saving food miles and lowering their carbon footprint. During the Fortnight, the delights of our national produce – and the environmental benefits of eating locally produced food – are promoted to consumers through promotions across the country. The aim is to encourage consumers to actively look for British food on menus not only during the event, but long afterwards. Consumers

are increasingly eco aware and want to know where their food comes from – the obvious response is to eat British. Every year, caterers who respond to this reap huge rewards both in increased custom and sales."

For the first time this year, British Food Fortnight has its own poster boy – James Potter, 34, a poultry farmer from North Yorkshire (see above). James was selected by Max Clifford, the PR guru as the 'Face of British Food Fortnight 2010'. James is managing director of Yorkshire Farmhouse Eggs, a family business near Thirsk, North Yorkshire, producing free range eggs and running a local food distribution hub that helps small Yorkshire producers supply the major multiples. During the fortnight, university caterers will be running promotions in student cafes and canteens, setting up stalls at Freshers' Fairs and offering cooking demonstrations for students. An education programme is also an important part of British Food Fortnight, with 9,000 volunteer chefs going into schools to teach children how to cook.

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



## Suffolk Brewers Leading Real Ale Revolution

**According** to recent figures released by the Campaign for Real Ale (CAMRA), the number of real ale drinkers in East Anglia has almost doubled in the last two years. Today, 70 per cent of drinkers interviewed said that they had tried real ale, up from 42 per cent in the past two years. Home to such celebrated brewers as Adnams and Greene King, Suffolk is leading the charge to widen the appeal of real ale in a region which boasts 50 breweries, ranging from large-scale

brewers with an international profile, to microbreweries.

Andy Wood, Chief Executive of Adnams, commented: "We are increasingly finding that our real ale is attracting the attention of younger drinkers and women. The county's breweries also benefit from being in an area with an enviable reputation for growing high-quality, raw materials that produce some of the best malting barley in the world. We are also fortunate in having a great climate that delivers the ideal conditions for the production of premier products."

Adnams has installed a state-of-the-art Energy Recovery System (ERS) across its brewing operations, alongside employing sustainable architecture in its distribution centre and, most recently, completing

the construction phase of the UK's first 'green' energy anaerobic digestion plant which takes by-products from the brewing process to create a renewable source of gas for injection into the national grid alongside the company's fleet of delivery lorries. The company's long-term ambition to become carbon neutral has led to such innovative products as its East Green beer. Brewed using the ERS that recycles 100 per cent of the steam created during the brewing process, using it to heat 90 per cent of the following brew, the beer is made with highly-yielding barley, grown in Suffolk, which greatly minimises CO<sub>2</sub> emissions from transportation. Bodicea Hops are also used, which are naturally aphid-resistant and significantly reduce the use of pesticides.





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**DUDSON**



# Brakes Group's 'Green Train' wins Award



L to R: Adrian Lackie - Logistics Solutions Manager Brakes; Ian Wilson - Business Development Manager Stobart Rail; Doug Martin - Logistics Solutions Manager, Brakes

**Brakes Group's** 'Green Train' pioneering scheme, which imports fresh produce using rail instead of road transport, has picked up an award at the recent Local Authority Caterers Association (LACA) Conference. This was 'The Innovation Zone Most Added Value to the School Meals Sector' Award.

Launched last year, the scheme is run in partnership with the company's fresh produce suppliers in mainland Spain. The Green Train service transports Brakes Group's products from Valencia via the Channel Tunnel to the company's national distribution centre in Corby. By taking lorries off the road, this saves over 2,200 food miles for every round trip.

The service has also reduced total journey time by half a day. Product temperature is remotely monitored en route by GPS and automatically adjusted to ensure products are kept fresh.

Sean Negus, product supply director, Brakes Group, said: "We are committed to minimising our impact on the environment across every area of our business. We're working with our logistics partner, Stobart Rail, to expand the operation from the start of Spain's 2010 season. We are also investigating UK and Europe-wide opportunities to expand our use of rail for movement of stock into our depot network."

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

# Welsh spider crab - the secret of Cardigan Bay

**M&J Seafood** is offering spider crabs from Cardigan Bay to its customers, working in partnership with Welsh fishermen to keep home-grown seafood in the UK. Spider crabs have moved north to Wales as the coastal waters get warmer and, as a result, between May and August, there are thousands of crabs off the Cardigan Bay coast, making the species a sustainable and home grown catch for Aberystwyth fishermen.

Currently 80 per cent of their catch is sent to Spain and France where spider crab is popular, with only 20 per cent in Britain, but M&J Seafood want to change that ratio. With the help of

celebrity chefs like Raymond Blanc, who serves spider crab at his restaurant, Welsh Spider Crab is now seen as a delicacy in the UK, due to its delicate white meat found in the legs (which can be up to three feet long).

From a sustainability perspective, Welsh Spider Crab fishermen are doing fellow fishermen a favour in catching them. Spider crabs are so successful at survival, with no particular predators to speak of, that they can make it difficult for other species to co-exist. They poke their claws into lobster pots, steal bait and also eat fish.

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





## More dough for your bread

**The highest** monthly increase in the price of wheat since 1973 ultimately means consumers will pay more at the till, according to retail analysts Verdict Research. Since June wheat prices have increased by more than 50 per cent, driven by predicted global shortages after floods destroyed grain crops in Pakistan and heatwaves and droughts have devastated production in Russia, Kazakhstan and Ukraine. According to Verdict's figures, the last time wheat prices went up so much the average price of an 800g white sliced loaf rose from 10.1p at the start of 1973 to 18.9p

in 1974, an increase of 87 per cent. Neil Saunders, Consulting Director, commented: "With wheat prices so elevated suppliers and retailers will have to pass across costs to the consumer; and it's not just in bread, many other grain based products will also rise such as beer. That said, we won't see a return to 1970s-style inflation as the grocery sector is far more competitive now than it was back then." Verdict figures show that food inflation has been muted since the start of this year but an increase in commodity prices could lead to an inflationary spike over the next 12 months.

## GO GREEN STRAWS

**The latest** items to 'go green' at KRO, the Manchester group of Danish bars and restaurants, are the drinking straws. These are now made from corn starch and are totally bio-degradable. They join a range of eco-friendly products at the chain including menus, lids for coffee and paper towels, which are made with recycled products and sourced from sustainable supplies.

Mark Ruby, managing director, KRO, says "We recycle 60 per cent of all our waste including paper, cardboard, plastic and metal products and are now tackling the

40 per cent of waste remaining." Even in the washrooms, customers will find one bin for paper hand towels and the other for recyclable waste.

KRO's work is being assisted by Envirolink, a not-for-profit organisation which supports the development and growth of the energy and environmental technologies and services sector in the north west. KRO works with Foundation, the climate fund for the north west which helps businesses that wish to compensate for the environmental impact of their actions, with 10p from all side dishes ordered in the restaurants being donated to Foundation.

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

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

## Delhi delights

**Brand Innovations** is just launching a range of popular ethnic snacks into foodservice, known as DelhiBITES. All the products are handmade using fresh, locally-sourced ingredients following traditional recipes that have been passed through the generations, and are suitable for vegetarians and Halal-approved. Ideal for Indian theme nights or for everyday vegetarian menus throughout the year, the DelhiBITES range is perfect for caterers looking to provide customers with authentic Indian cuisine. The range uses locally-grown vegetables, herbs and spices, and products are hand-filled, hand-rolled/hand-shaped (depending on the product, ie. the Spring Rolls are hand-rolled) and hand-fried. Basically the range isn't manufactured mechanically using unidentifiable ingredients. The products are pre-fried and frozen for added convenience to the caterer.

**Brand Innovations T: 01590 623737.**



## Erratum

**We misquoted** Thomas Jelley of Sodexo in the report of the Footprint Forum, on page 42 last issue. In the third column we quote him as saying a recent survey by a British university showed that apples air freighted from Chile and New Zealand in February were better environmentally than their stored British counterparts. He did not say 'environmentally' but 'nutritionally'. A recent survey by a British university showed that apples air freighted from Chile and New Zealand in February were better nutritionally than their stored British counterparts.



Mark Ruby, Managing Director of KRO Group, with environmental products

## GREENWATCH

**Branston**, producers of fresh potatoes and potato products, has won the Royal Institute of Chartered Surveyors' (RICS) East Midlands Sustainability award for its prepared food factory. The award was presented in recognition of how the factory has been designed to be as environmentally efficient as possible. The factory shares resources with the main factory next door at its site in Branston. It benefits from the company's new water recycling facility and uses energy that has been generated on site by the company's anaerobic digestion (AD) plant. The 2,500 sq ft prepared foods factory was designed to maximise efficiencies and reduce any waste produced by the company. [www.branston.com](http://www.branston.com)



L to R: Mark Wilcox, Branston development director, Robert Peto RICS president, Vidyanath Gururajan, project director, Branston

**Greene King**, producer of such recognised products as Old Speckled Hen, Abbot Ale and Ruddles County, is taking its sustainable business practices seriously. The company received its first Carbon Trust survey in 2006, which set the company on a journey to energy efficiency for which it has now been recognised by the Carbon Trust Standard. The company's work with the Carbon Trust has led to a cut in CO<sub>2</sub> emissions of 9 per cent and 15,000 tonnes.

**Primrose Organic Centre**, the organic fruit and vegetable farm at the foothills of the Black Mountains, near Hay-on-Wye, has won the Recognition Certificate in the Sustainability Development category in this year's Wales 'The True Taste Food & Drink' Awards. Its Mixed Leaf Salad Pack also picked up several other awards. Freshly grown organic fruit and vegetables from the farm are distributed to restaurants, hotels, farm shops and other outlets within a 15 mile radius.



Paul Benham



## Response from the Campaign for the Farmed Environment

Awareness of the Campaign for the Farmed Environment remains high and many farmers and land managers intend to take voluntary action to ensure the CFE is a success. Corrina Gibbs, CFE Project Coordinator, writes in response to the story on page 8 last issue. Over the past few months county-based postcard campaigns and local farm events have highlighted how farmers and land managers gain a greater understanding of how they can get involved.

For farmers and land managers who haven't already taken action, the Campaign partners urge them to follow these simple steps to ensure the Campaign is a success.

Taking part is easy:

- If you are not in ELS join the scheme and choose some key target (in-field) options.
- If your ELS agreement is coming up for renewal please renew it. But in order to achieve your points take up options such as sowing pollen and nectar or wild bird seed mixtures. These can be located on areas like field corners or wet holes.
- Retain your former set-aside and any other areas of uncropped land and record these on your Annual Defra June survey returns.
- Put areas of less productive land or just difficult places to cultivate, drill or spray, outside of ELS into a Campaign voluntary measure (link to the Farmer Guide).

These four steps are equally important and the success of the Campaign relies on every farmer and land manager doing their bit to help.

Find out more at

[www.cfeonline.org.uk](http://www.cfeonline.org.uk)





Matthieu beside his cocoa pods

## Growing more than cocoa

This is Matthieu Kouassi Kouakou. Nestlé's Cocoa Plan is helping farmers like him, by providing 12 million new, healthier trees. These will produce twice as many cocoa pods as their old trees.



The Cocoa Plan is a £65 million Nestlé initiative, created to help achieve a sustainable cocoa supply. Over the next ten years, we are providing farmers in the Côte d'Ivoire (Ivory Coast) and other cocoa producing regions with 12 million more productive cocoa trees in order to improve the quality and quantity of their harvest. This is just one part of our long-term commitment, which continues to help cocoa farming families secure a better future for themselves.

Discover more at [www.thecocoaplan.com](http://www.thecocoaplan.com)

 The Cocoa Plan



# Game on for Glory

Game is not just for the top echelons of fine dining but is a perfect sustainable source of British-grown protein for more mainstream outlets. Kathy Bowry reports.



Attentive chefs listen as David Mulcahy sets the competition task



The pressure is on as competitors race to beat the clock



There are many benefits to serving game – it is British, wild, natural, free range, fully traceable and sustainable. It is also a healthy alternative to many red meats and the increasing growth in sales year on year proves that the demand is there from customers. And it is very cost effective as all cuts can be used – first class cuts for fast cooking and secondary cuts can be cooked slowly to make delicious stews and soups – so there is little if any waste.

According to José Souto, Chef Lecturer in Culinary Arts, Westminster Kingsway College, London, you can do anything with game that you can with lamb, beef, pork or chicken. “Game is becoming more and more mainstream in our diets as its benefits as a healthy, natural food are becoming more apparent. Game is a truly seasonal food, in that it is only available fresh for a short time,” he says.

“Venison is a very cost-effective alternative to beef,” he says. “It is around £5-£6 a kilo. From a haunch there are first class cuts to be roasted and steaks to griddle. For fine dining, a great dish to make would be a trio using steak, mini shepherd's pie and a faggot thereby adding interest and value to the dish. In a staff restaurant it is a wonderful buy because you can roast, mince and slice, it doesn't cost much more than beef – and it is fat free. You can even smoke it and slice it like bacon. Pheasant can be scalloped, flattened, pan fried and even griddled – exactly what you would do with chicken – but quicker.

“Game now is so different to what it was 50 years ago. In the old days game was hung until it was really ‘gamey’ tasting but modern tastebuds have changed. Pheasant nowadays is how chicken used

to be then. It is better quality and better looked after. Venison particularly used to be just a by-product of the hunt – big-antlered, old and musky. Nowadays it is killed when it is younger and at its prime.

“Wild deer live free in their own environment, eating wild food including different plants at different times of the year, and are killed in the field with little stress and harvested for the table in their prime, a natural product of our well managed countryside,” he says. Park deer are raised in a park type setting, where they are able to roam freely and generally killed with a rifle. When human contact with the deer is kept to a minimum, they can be classified as being wild and the slaughter and carcass handling procedures are those applicable to wild deer.

“This way they are in the natural countryside – like sheep. They are wild animals and have been since dinosaur times and it seems wrong to pen them. They are free range, but it is impossible to have organic wild deer. If it is organic then it is farmed deer.” Souto explains how, at a summer country show last year, he saw a sign in the food area that read ‘Wild Organic Venison For Sale.’ “This is a massive contradiction in terms and I had to go over and ask the vendor to remove his sign, as you can not have wild organic venison because for it to be wild it must roam free to go where it wants unhindered and eat whatever it wants, so therefore you cannot control what the deer eat and therefore cannot certify it as organic.”

“I have nothing against farmed organic venison as long as they are naturally farmed on large areas of land outside or in parkland on large estates. But I do have a problem with what the organic label stands for here.” He adds that organic

## Shooting Seasons

Game can only be shot during specific times of the years and a basic guide to the shooting seasons is given below. However, frozen game meat is now available year round. It was illegal to eat frozen game out of season too, but that particular rule was sensibly relaxed two years ago.

### Grouse

12 August (Glorious Twelfth) - 10 December

### Pheasant

1 October - 1 February

### Partridge

1 September - 1 February

### Duck and Goose

1 September - 31 January

### Hare

1 August - 29 February

### Red Deer Stags

1 August - 30 April (England, Wales and Northern Ireland) 1 July - 20 October (Scotland)

### Red Deer Hinds

1 November - 31 March (England, Wales and Northern Ireland) 21 October - 15 February (Scotland)

### Sika Deer Stags

1 August - 30 April (England, Wales, Scotland and Northern Ireland)

### Sika Deer Hinds

1 November - 31 March (England, Wales and Northern Ireland) 21 October - 15 February (Scotland)

### Fallow Bucks

1 August - 30th April

### Fallow Does

1 November - 31 March (England, Wales and Northern Ireland) 21 October - 15 February (Scotland)

### Roe Bucks

1 April - 31 October (England and Wales) 1 April - 20 October (Scotland)

### Roe Does

1 November - 31 March (England and Wales) 21 October - 31 March (Scotland)



José Souto gets to grips with a pheasant

José Souto was a student at Westminster in 1989 and returned in September 2004 as chef-lecturer in culinary arts, specialising in game after cooking at the House of Commons, Intercontinental Park Lane Hotel, Mosimann's, The Ritz and the Savoy Grill. He lives and breathes game and knows it from field to plate as he also spends as much time as he can spare practicing most country sports, with falconry and stalking being the ones he loves most.

> continued from page 13

will also be more expensive and promoted as a better product but he disputes this hotly, saying it cannot be, because, "what can be better than something that is wild, lives in its own wild environment and goes where it wants to?"

When *Footprint* caught up with Souto he was conducting a seminar at Westminster Kingsway for chefs from Sodexo eager to learn more about British wild game. The event, organised jointly by Game to Eat and Sodexo, gave 14 keen young chefs the opportunity to get hands-on with cooking venison, pheasant and partridge supplied by Yorkshire Game. Game to Eat, now in its 10th year, campaigns to promote awareness and enjoyment of British wild game and has sponsored various game training workshops at the college and elsewhere.

In Westminster's theatre kitchen Souto explained about the various cuts and

included a butchery demonstration and simply pan fried the cuts for the chefs to taste. "In the demonstration I made sure not to give any recipes – just prepared the carcasses and explained about the different cuts leaving it up to the chefs to add the ingredients to match and complement the flavours they have identified," he says.

The chefs were subsequently let loose in the kitchen, working in teams of two to devise a starter and main course using partridge, pheasant and venison to be judged by two members of the Craft Guild of Chefs. They had been asked to think about year-round recipes for game meat, and not just the more usual winter dishes associated with game and had just over an hour to prepare and present their dishes to the judges.

David Mulcahy, Sodexo Craft and Food Development Director says: "All the chefs showed how easy, versatile and delicious

cooking game can be as well as how innovative they can be when using it. This will hopefully drive people to think about using different game meats in their kitchens as a cost-effective and seasonal alternative to other meats and poultry. We have done a few seminars with Game to Eat and José Souto and plan more."

The day was rounded off with a five course Awards dinner at Vincents, the college restaurant. The menu featured dishes devised by Souto including Cured Venison (rather like bresaola) to start and Breast of Pheasant with Pheasant Black Pudding for the main.

For information on Game to Eat's forthcoming seminars and to find game recipes visit

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

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

## Sodexo's game stars

First prize for **BEST TEAM WORK** was awarded to William Tinkler, Eton College and Nicholas Eyre, HSBC. They cooked Teriyaki Glazed Partridge with Vegetable Stir Fry with Oyster Mushrooms, followed by Venison Tortellini, Spinach, Garden Peas and Sauce Vierge. Both chefs will be taken on a day's shoot in Yorkshire as part of their prize.

**BEST STARTER** was won by Daniel Goodey, Nokia and Ben Tamlyn, Hendersons who cooked Pheasant Scotch Egg with a Pickled Vegetable Salad.

**BEST MAIN** was by Paul Yeo, Bateaux London and Shaun French, The Scouts Association, they cooked Breast of Pheasant on Savoy Cabbage, Venison Ravioli with a Wild Mushroom and White Wine Sauce.

Both teams won a place on a Game Seminar at Westminster Kingsway with José Souto.



Best Team winners William Tinkler, Eton College and Nicholas Eyre, HSBC, receive their certificates from Sodexo's David Mulcahy

## SO WHERE TO GET HOLD OF GAME?

Yorkshire Game is the biggest supplier to the catering trade, operating from its EC export licensed plant in North Yorkshire. Venison, grouse, pheasant, partridge, wild duck, woodpigeon, hare and rabbit are its most popular products but it can source most other game species on request.

The company acquires its game birds from a wide range of estates, shoots and individuals, all of which are required to comply with The Code of Good Shooting Practice, and follow the EC guidelines on game handling. "Wild Red deer carcasses come from Scottish stalking estates, mainly in the West Highlands. A growing number of these are SQWV (Scottish Quality Wild Venison) accredited. Yorkshire Game itself is now an accredited processor of SQWV venison. Fallow carcasses are from English park herds and Roe deer from stalkers and estates in the Scottish borders", Managing Director Richard Townsend says.



# Provenance

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To people who care

[www.reynolds-cs.com](http://www.reynolds-cs.com)

One of the great things about a family business is that you get to develop lasting relationships with customers and suppliers alike. I have personally known a great many of our suppliers for years. I know their farms, their orchards and even their kitchen tables! Apart from valuing their friendship, this gives me first hand knowledge of the provenance of the products I offer my customers. It's the only way it can work.

Tony Reynolds

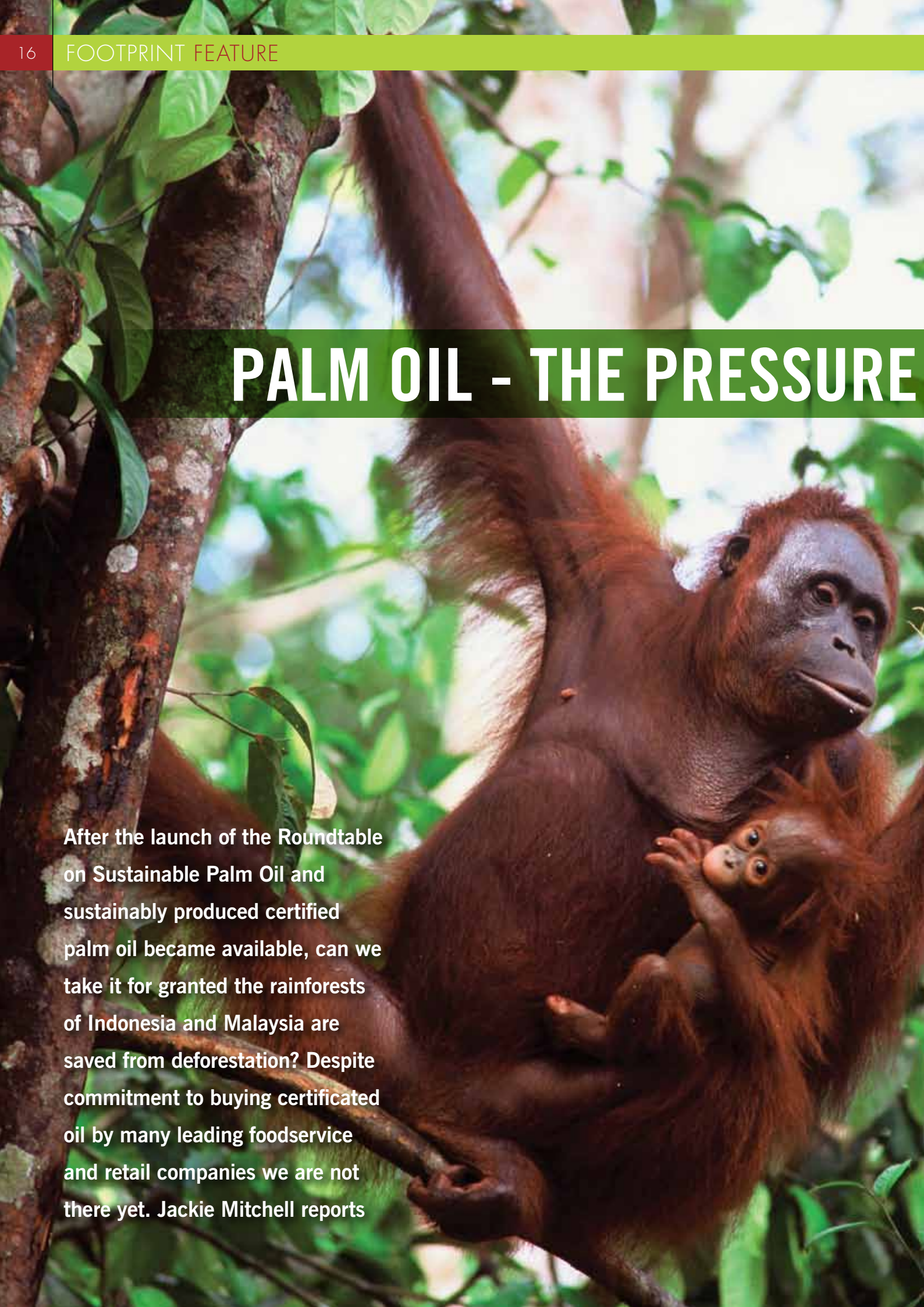


  
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# PALM OIL - THE PRESSURE

After the launch of the Roundtable on Sustainable Palm Oil and sustainably produced certified palm oil became available, can we take it for granted the rainforests of Indonesia and Malaysia are saved from deforestation? Despite commitment to buying certificated oil by many leading foodservice and retail companies we are not there yet. Jackie Mitchell reports





# CONTINUES



C Alain Compost / WWF-Canon

Palm oil has become the world's most popular vegetable oil, with 40 million tonnes traded every year. A 2007 United Nations Environment Programme (UNEP) report said that palm oil plantations are now the leading cause of rainforest destruction in Malaysia and Indonesia. The knock on effect includes the loss of habitat for wildlife, poor air quality from burning forests and peatlands and disregard for local communities. The demand for palm oil is a major factor in the orang-utan's decline.

For these reasons, WWF helped to establish the Roundtable on Sustainable Palm Oil (RSPO) together with several manufacturers. RSPO works with plantation owners, manufacturers, retailers, banks and other NGO partners including Oxfam to devise standards for sustainable palm oil production. The world's first certified sustainable palm oil (CSPO) was imported into Europe in November 2008, but little was being purchased by manufacturers.

WWF decided to give them a push by publishing the first palm oil buyers' scorecard in October 2009 featuring 25 buyers. This showed how companies scored in terms of RSPO membership, sustainable palm oil policies, internal systems in place to control use of palm oil and their work with suppliers. Seven performed well including Cadbury, Marks & Spencer, Unilever and Sainsbury's. "Since we published the scorecard, we have seen more public commitment to use sustainable palm oil from Waitrose, Premier Foods and Boots," says Adam Harrison, senior policy officer, WWF, "and from companies we didn't score such as Nairn's, Walkers, Thornton's and Ginsters. We've also seen other companies such as United Biscuits upping their commitments or taking action on earlier promises." The next scorecard will be published in 2011, so it will be interesting to see which companies will surface in the top 10.

Earlier this year, Nestlé announced its

partnership with The Forest Trust (TFT) to review its supply chain relating to palm oil and to establish Responsible Sourcing Guidelines which will ensure that its products do not have a deforestation footprint.

In March this year, Nestlé faced a campaign by Greenpeace over its relationship with palm oil supplier, Sinar Mas, which led to the company being attacked on Facebook and YouTube.

In response, Nestlé suspended all purchases from Indonesian palm oil supplier Sinar Mas and made arrangements with several suppliers, including Cargill, to suspend purchasing from Sinar Mas. Greenpeace had uncovered evidence that Sinar Mas had been involved in continuing deforestation. According to Nestlé's web site, Sinar Mas has hired two independent auditors, CUC and BSI to address these allegations. The audit is currently in progress.

Although Nestlé only buys 0.7 per cent of world palm oil production, the company is committed to contributing to effective and sustainable solutions. Nestlé originally pledged to achieve sustainable palm oil by 2015, but according to the web site, it is making progress on certified palm oil and palm oil certificates more rapidly with 18 per cent of purchases covered in 2010 and it expects to reach 50 per cent by the end of 2011.

Adam Harrison from WWF says "Four to five per cent of global production of palm oil is certified which is great progress for something that has only been available since November 2008." From July 2009 to July 2010, 1,506,682 tonnes of certified palm oil was available and 855,770 tonnes purchased (Source RSPO [www.rspo.eu](http://www.rspo.eu)), "so 57 per cent has been bought," says Harrison. "So we're carrying on the pressure." He thinks RSPO will introduce an on-pack logo manufacturers can use to show a product contains certified palm oil in the next six months "or at its annual conference in November."

C Alain Compost / WWF-Canon







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> continued from page 17

Many companies are being proactive in their approach to disassociate themselves from the worst practices of the palm oil industry. For example, in March 2010, Unilever announced it had secured enough GreenPalm certificates of sustainable palm oil to cover the requirements of its European business.

McDonald's told *Foodservice Footprint*: "McDonald's UK does not cook any food in palm oil. A small number of the company's suppliers use palm oil for cooking or as an ingredient in their products. It is McDonald's policy in the UK that any supplier using palm oil must source it from a certified member of RSPO."

Kraft Foods is equally committed. Tasmina Hoque says: "We are concerned about the potential long-term environmental and social impacts of tropical deforestation. This is why our key palm oil suppliers participate in RSPO. Although we're not a member of RSPO, we support their goals and efforts. However, more work needs to be done to get to widely accepted standards. That is why we actively encourage our suppliers to help enforce the organisation's sustainability principles and criteria and offer viable solutions to the issue of deforestation."

According to Hoque: "For our 2010 supply purchases and onwards, we are planning to purchase across our businesses a fair share of available RSPO-certified palm oil (i.e. from GreenPalm certificates) that exceeds Kraft Foods share of world consumption of palm oil (0.6 per cent)."

So far, so good. Or is it? With all these companies announcing their commitment to certified palm oil, isn't there cause for



C Alain Compost / WWF-Canon

celebration? Ian Duff from Greenpeace thinks there are still several major concerns. "Firstly RSPO sustainability standard is not good enough," he says. "It doesn't stop the huge amounts of greenhouse gas emissions that occur when palm oil is developed on peatlands and it is not suitably policed to ensure that the basic standards are met."

"Secondly while changes have been made, they are not happening comprehensively enough to really stop the clearance of Indonesia's remaining rainforests and peatlands."

"Most companies argue that they can't switch until there is enough sustainable palm oil available on the market," he says. "But in reality such a switch will not even break the link between their palm oil use and deforestation because RSPO standards are too weak and not policed. Instead companies need to cancel their contracts with the worst palm oil suppliers and identify and work with producers who are willing to stop clearing forests and peatlands to grow palm oil."

## Further Information

**Greenpeace** [www.greenpeace.org.uk](http://www.greenpeace.org.uk)

**WWF** [www.wwf.org.uk](http://www.wwf.org.uk)

**RSPO** [www.rspo.eu](http://www.rspo.eu)

**Nestlé** [www.nestle.com/MediaCenter/SpeechesAndStatements/](http://www.nestle.com/MediaCenter/SpeechesAndStatements/)

[AllSpeechesAndStatements/statement\\_Palm\\_oil.htm](http://AllSpeechesAndStatements/statement_Palm_oil.htm)



# Working with nature at CH&Co.



Pic: Paul Hilton/Greenpeace

At the heart of CH&Co there is a commitment to doing things the right way. When it comes to CSR, if we say we are going to do it, we do it. From our commitment to using sustainable produce such as Skipjack tuna in spring water to our Red Tractor certification, our niche brands share a common goal: to ensure that our business activities have as little impact on the environment as possible.

**CH&Co is proud to host the next Footprint Forum  
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# How Green is my Garden?

Steve Munkley champions local sourcing and a sustainable way of working in his role as Executive Chef at London's Royal Garden Hotel and talks to Kathy Bowry.

**S**teve Munkley, Executive Chef at London's prestigious Royal Garden Hotel, is passionate about sustainability whether it is in his kitchen or elsewhere. He is also an active member of the Royal Borough of Kensington & Chelsea Green Partners Group, a forum for the borough's businesses and organisations to discuss, develop and implement environmental improvement initiatives.

His commitment to sourcing as much local produce as possible strongly underpins the new à la carte British menu in the Park Terrace restaurant, over which he presides. For the past three years Munkley has used a co-operative of Essex and East Anglian farmers, Ashlyns Growers and Producers, to source most if his meat. "All the animals are free range and some have been classified as organic. We always know the breed we are using and can often tell diners the name of the farm from whence it came. We also get chicken with outstanding flavour from them, a Blackleg variety called Label Anglais," he says.

"Ashlyns' is an interesting story about sustainability. They are a bunch of great farmers who formed a co-operative, to cut out the middleman. They started off selling secondary cuts of meat to schools around



**Chef Munkley in the kitchen**

Essex – the best food for the children, not Argentinian beef flown half way around the world, but grown right on the doorstep. From that they got involved with school cooks and are now actually running some school kitchens themselves as well as the kitchen at Colchester General Hospital.

"They needed to find a market for the primary cuts and looked to London. It is very tough to break into the top end as any five star establishment will want a lot of trimming done on its meat, it has to be prepared for the chef, not for a butcher's shop, but they have done it," he says.

"Our main fish supplier, James Knight of Mayfair, works mainly with small fleets of fishermen in waters around the British Isles. These are day boats that are usually at sea for a maximum of 24 hours. Before the boats return to shore the details for the catch are relayed directly to our supplier who then offers us the pick of the catch.

We also get sea bass from them which is farmed in a disused quarry in Anglesey.

"There is a scallop diver in Weymouth who gets the best scallops. However, it is a bit hit and miss as collecting them is often made difficult by the weather and tides. Sometimes he cannot see them at all in the water it is so murky. But when I get to work in the morning and I see a bag of scallops in the larder I know who they are from," he says.

He has a lot of admiration for Tony Reynolds of Reynolds, which is where he gets his fruit and veg from. "He spends days of his life driving around to see the farmers who can supply the best produce. He will even arrange for a Reynolds truck to pick up the produce from small farms that don't have those sorts of resources," he says.

But sustainable sourcing is not the only thing that has to be tackled by a top





Executive Chef: sustainable kitchen waste disposal is in his remit too. Rocketing land fill tax and the hotel's commitment to finding a more environmentally friendly system led to the Royal Garden revolutionising its organic kitchen waste disposal about five years ago. "The amount of food waste generated from a 13-floor building is phenomenal and it was a logistical nightmare. Previously, catering waste was cleared into black sacks and then manually taken to the compactor in the basement where it would stay until carted off to landfill," explains Munkley.

According to Munkley he seriously considered installing a composter on site but it just wasn't practical. "I am a keen gardener and know how important composting is. I used to look at the compactor and think how frustrating... but then we heard about the Microvac

vacuum waste collection machine, did some research and it seemed to fit the bill. (It reduces food waste to a slurry which is then dewatered and the residue can be recycled as compost or turned into bio gas.) We were the first to install it in this country and we worked closely with supplier Meiko's engineers to get it just right – we were guinea pigs in the early days but we are there now.

"The staff have really embraced the Microvac. Now, instead of lugging bags of rubbish, they just have to take a small bucket 50 yards to empty it. Nobody moans about it: in fact, both kitchen porters are very sharp on what is thrown away and will shout out if they see people putting things in the wrong bin. We aren't losing so much cutlery now either. That used to get swept into the rubbish by mistake and that could leave us with a bill up to £20,000 a year. When you think we

can have up to 40 waiting staff scraping leftovers off plates and that most days we serve 1,000 covers a day, in busy times it could be 4,000, you can understand how it happens."

Munkley says that pre-Microvac the hotel was sending 520 tonnes of waste (40 per cent of that was food waste, to landfill. There has been a massive 62 per cent reduction with the annual cost decimated. This figure has plummeted from £80,000 to approximately £37,000. "It has revolutionised our waste management," he says.

"I wanted to know what happened to the waste when it got to the recycling facility at Tilbury so I went down to have a look for myself. There is a huge warehouse where all the organic food waste is chucked on the floor with shredded green waste after which two diggers mix it all up. It is composted indoors at 100°C for two weeks and then spends two weeks outside. It is then sold on as compost and is used in Local Authority gardens, schools and parks. Apparently they sell it back to councils by the truckload," says Munkley.

Munkley is involved in everything the hotel does to increase sustainability – and it does a lot having been 'green' long before it became compulsory. The recent huge refurbishment of the Royal Garden, which has taken more than three years involved, scrutinising every detail to ensure energy efficiency and sustainability. "We ensured that furniture was made from sustainable wood, and applied the same criterion to upholstery fabrics; we installed low level lighting throughout, introduced electronic key cards so guests cannot leave lights and TVs on when they go out and we even looked into what the contractors were doing with any waste product from the refit."

A subject he has very strong views on is that of over-packaging. "I wish somebody would do something about packaging. The sheer amount that comes with the product! It would be so much better to have it all delivered in plastic crates that could be washed and returned. Why can't this happen? We could get rid of cardboard altogether. Why are there no studies and investigations into this?" he asks.

While he waits for the answer, he has another green scheme lined up for the already verdant Royal Garden. "I am trying to get a garden on the roof of the hotel where I can grow my own herbs," he says.

# Understanding Agriculture



Reynolds' mission statement is 'passionate about produce' and the company's attitude to sourcing fresh product bears testimony that it is not just a glib one-liner. It really does offer a complete farm to fork service thanks to the unique relationship it has built up with the growers themselves

For Reynolds, throughout its existence, working with suitable suppliers has been key to proving consistent product of the quality required. When the company was based in Spitalfields Market, product was procured from the market itself. As the volume increased Reynolds was able to source more products directly. This enabled the opportunity of a closer relationship with the grower base. In general, suppliers who were able to provide this level of volume also tended to have more technical resource, or supplying customers who had further demands such as assured produce schemes or more recently environmental requirements. These are areas key to Reynolds.

Now, within Reynolds' fresh product supplier base, the growers range from small local companies to multinational produce suppliers. "At all levels we have seen a real commitment to progressing

environmental practices, some of which have been covered in previous editions of *Foodservice Footprint*. It is fair to say that there are many facets to environmental and sustainability practices. Suppliers have handled these in different ways, and with some there has been interaction with ourselves and others, we have been able to benefit from their own initiatives," says Tony Reynolds

"We are regularly asked for locally sourced products. This in itself provides challenges to a national distribution company where there is expectation to ensure consistency across a customer's estate which may be spread throughout the UK. We have overcome this for a number of customers but with smaller growers has required a higher level of technical support. This is an area which we have been keen to support if is of mutual benefit to both parties.

"Within the supplier technical approval process and ongoing technical liaison







with the supplier, one of the agenda points increasingly being discussed are environmental initiatives. As a business it is paramount to understand the requirements of each grower, what the opportunities are, and how the two companies can work together. As Reynolds increasingly works with the supplier base it is key to understanding the initiatives that are in place or planned for the future. Examples of this have been water recovery systems within potato washing or biological controls rather than over use of pesticides within tomato production. It is true to say that we may not always influence or create an environmental initiative within the grower base but it is important that where one has been developed that we can be involved and raise the awareness of this to the customer base," says Ian Booth, Technical Director.

Produce Technical Manager Stuart Lawson reckons The Red Tractor Scheme

is a good example of where there is a combined benefit for both the grower and Reynolds.

"This also provides product with provenance to the catering establishment and ultimately meets the demands of the consumer. To ensure that this is managed within foodservice, it is key to have a continued open dialogue with the supplier. The Red Tractor logo is becoming more apparent on supermarket shelves. Within this environment the process for the supplier includes labeling of a pack and then distribution into the retailer. The control over the final usage remains with the consumer – although this may be a slight simplification of the process!

"If foodservice is considered, there are two additional steps from the grower – once through a distributor such as ourselves delivering to a kitchen, and subsequently to the ultimate consumer. This requires very close liaison with the grower as we have to consider whether

product is available as this may affect the printed menu. We also have to consider how we support the chef with maintaining traceability once in the kitchen environment through use of packaging and education; how does this link to the cost effectiveness of the final product; and how can we communicate on an ongoing basis the current seasonal products to a busy chef; and how can our food development team support menu development using these products," says Lawson.

"Within the technical and procurement teams, we have recognised the need for continued resource and expertise to liaise closely with grower base. We are also pleased to be working with Footprint Intelligence, along with a number of other key distributors, who are investigating benchmarking and status systems as a method of understanding key environmental criteria of the supplier base," says Reynolds.

## The Reynolds provenance



The Reynolds family has been supplying fresh produce for over 60 years. The journey began when William Reynolds set up a fruit and vegetables stall at the Ridley Road Market in Hackney, in London's East End.

David and his son Tony grew the business and started supplying restaurants in London and the Home Counties when they set up a bigger branch at the Old Spitalfields Market in Whitechapel. The rapid growth forced the company to relocate to a newly developed site at the New Spitalfields Market in Leyton in 1991.

Over the past decade, Reynolds has seen further substantial growth under the direction of Managing Director Tony Reynolds with the assistance of a dynamic management team. As the coverage area got wider and wider, Reynolds opened a number of strategically located depots to achieve its ambition of a complete national coverage. In September 2005, the company opened a new national distribution facility at Waltham Cross. This enabled even further expansion, allowing a massive increase in the product range.

Crops are protected with banana leaves to retain as much moisture as possible

# Climate change hits coffee and tea farmers hard

A three -year initiative investigating the effects of climate change on four key grower regions around the world shows adaptation is imperative but solutions are obtainable.

Climate change is already wreaking havoc on the world's coffee and tea growing regions, and sustainable adaptation is now the only option to safeguard millions of lives, according to experts. And, they predict the next decade will see existing climatic conditions become increasingly chaotic, making many of the areas in which crops are currently grown unsuitable.

This bleak forecast has emerged from an initiative known as AdapCC, a three-year collaborative project undertaken by Cafédirect and the German Technical Cooperation (or GTZ). By focusing on four key grower regions around the world, the initiative has created replicable examples of how smallholder farmers can successfully cope with the impacts of climate change and improve their access to financial and technical support.

The projection coincides with a drought-driven record spike in Kenyan tea prices,

as well as instances of decline in annual coffee harvests across the world this year:

- 50 per cent of national harvest lost in Nicaragua due to extreme weather [1]
- 30 per cent national fall expected in Peru – third largest producer in South America [2]
- 40 per cent of national crops in Uganda damaged by rainfall [3]
- 28 per cent fall in national coffee exports from Ethiopia, Africa's largest producer of beans [4]

According to the research, coffee and tea production are among the first and most serious agricultural casualties of climate change, because crops tend to grow only within a very limited subtropical climatic range. It is estimated that a change of only 1°C would cost the world's biggest coffee grower, Brazil, more than \$113m per year [5].

Since coffee has an upper temperature limit, after which yields dramatically decline, growers are being forced to ever-higher altitudes, rising on average by 3-4 metres per year. AdapCC research conducted on the pilot areas in Peru, Nicaragua and Mexico predicted a rise of up to 2.5°C with mean annual rainfall rising in Peru, but falling by up to 150mm in Nicaragua and Mexico. [6]

Smallholder growers, by whom the majority of the world's coffee is farmed,



This farmer is hedging his bets by growing an additional crop to tea

will without doubt be worst affected. Calculations suggest that growers in some regions could see their annual incomes slashed by up to 90 per cent [7] over the next decade and a half.

Working with a coalition of local producers and international experts in each region, AdapCC has worked directly with the grower communities to collaboratively develop a range of technical and financial strategies to cope with increasingly chaotic farming conditions. In some regions (Kenya) this means diversifying into other crops, such as passion fruit, using land to sell carbon credits (Peru), improving water planning or cultivating native tree species to bind soil structures and prevent mudslides.

Wolfgang Weinmann, Head of Strategic Development, Cafédirect says: "The biggest impact is going to be on the smallholder growers who own land further down the slopes and are going to end up having no livelihood to support themselves. Since there will still be demand for tea and coffee, the bigger operations may migrate to areas made suitable as a result of climate change and potentially there will also be some



smallholders who will benefit as climate change makes their land suitable for growing these crops. However there is a limit as to how far up a mountain you can farm and so there is a potential that this will affect supply which could result in prices increasing for the commodity. Whether this is passed onto the consumer or whether the farmers will end up getting lower and lower prices, below the cost of production, for their crop, is still to be seen.

"Ultimately the main point is that Cafédirect and GTZ's AdapCC project is seeking to provide adaptation measures so that production doesn't have to migrate up the mountains and to maintain a sustainable supply," says Weinmann.

He believes the UK foodservice industry can support farmers through supporting those companies that are genuinely sustainable and are working in partnership with the growers to find solutions to the problems that are facing them. "This project is unique to Cafédirect and just goes to prove how different we are. It is crucial that the industry realises that sustainability is not just based on paying a fair price - this is an important and key element, but it's just the starting point. Cafédirect's model ensures environmental, social and economic sustainability and by working closely in direct, long-term partnership with our growers, we are able to understand where profit needs to be invested to strengthen and grow these

businesses. With sustainable strategies like these, we won't need to look for alternatives in tea and coffee."

"Over the past three years, we've worked with growers around the world, all of whom are dealing daily with a phenomenon that necessitates immediate adaptation, not just long-term mitigation. While there's no universal panacea to the problems farmers face, AdapCC has clearly demonstrated that by working directly with the grower communities, we can collectively combat the effects of climate change," he says.

AdapCC has the potential to serve as the model for successful adaptation to climate change for the millions of smallholder farmers around the world. Although the three-year pilot initiative closed in February 2010, increasing interest from the likes of the Kenyan Ministry of Agriculture suggests that the wider implications of the project have only just begun.

Weinman says: "The ripple effects from AdapCC have been incredible. In addition to the Kenyan Ministry of Agriculture, the intergovernmental body for all of Central America, RUTA, has adopted the methodology. They are now ensuring that all smallholder agricultural policy and projects going forward will consider climate change and measures of adaptation as part of their strategy. The AdapCC project is also being rolled out in another six tea producer organisations in East Africa using the findings to date and

moving this forward.

"It's really exciting to see how a project that Cafédirect co-developed is being taken on by both government and development agencies on a global scale to offer practical solutions. We out there doing and influencing, not just talking about it," concludes Weinmann.

[1] *Lack of rain affects bean, El Financiero, Gustavo Bustamante, March 2009*

[2] *Coffee production in Peru should fall 30 per cent in 2009, Reuters, Dana Ford, May 2009*

[3] *Uganda: Hostile weather hurts coffee volumes, revenue, The Monitor, Dorothy Nakaweesi June 2009*

[4] *Ethiopian coffee exports fall to six-year low after drought, Bloomberg, Jason McLure, July 2009*

[5] *Climate change threatens Brazil's rich agriculture, Reuters, Raymond Colitt, May 2009*

[6] *AdapCC, 2009*

[7] *German Technical Cooperation (GTZ) & CATIE, Jeremy Haggart - forecasting a decrease of annual net income per family from US\$ 500 to US\$ 50*

Further information about the initiative can be found at <http://www.adapcc.org> [www.cafedirect.co.uk](http://www.cafedirect.co.uk)



Cafédirect is out there influencing outcomes for growers



Some growers have been forced to grow different crops to survive



# IS RETAIL AHEAD OF FOODSERVICE?

Is retail ahead of foodservice in terms of environmental policies, packaging, logistics and sustainability? Jackie Mitchell investigates and finds that although retail might just have the edge, foodservice is not far behind



Pic: Sodexo



Pic: Sodexo

The question of where retail and foodservice are placed in the sustainability stakes seems highly controversial, in view of the number of organisations Foodservice Footprint contacted that declined to comment. However, from the companies we did speak to we found there was a feeling that retail was slightly more advanced than foodservice, but that foodservice was catching up fast. The biggest catalyst in all this it seems is the consumer, who is becoming very eco-aware and expects both retail and foodservice businesses to demonstrate their environmental credibility. Dax Lovegrove, Head of Business and Industry Relations, WWF, says "Consumer pressure is cascading down. The demand for ethical environmentally-friendly produced food is growing and both retail and foodservice companies have to respond to that. Foodservice isn't that far behind, but there's less direct pressure from the consumer."

As Ian Booth, Technical Director, Reynolds, leading independent distributors of fresh produce, chilled and ambient goods to the foodservice market, says:

"There is more consumer awareness – just look at the Red Tractor scheme. Consumers see it when they go into supermarkets and then may look for the logo when eating out." Booth, who has worked in both retail and foodservice, feels retail tends to be more advanced than foodservice, but foodservice is catching up. "For example, retail has been using the French

Cedex system to look at ethical sourcing of ingredients from their supply base, although we're seeing it more now in foodservice."

Suppliers are a key part of companies' environmental policies, but as Booth points out, they often supply both retail and foodservice. "As Reynolds has grown, we're using larger suppliers who also supply retailers, so they already have sustainability standards in place," he says.

Nicki Fisher, Head of Sustainability, Pret A Manger, doesn't necessarily think retail is ahead of foodservice. "There are pioneers and players in both retail and foodservice who are either leading the way on sustainability issues or who are doing very little," she says. "3663 and Reynolds have very robust sustainability policies which look at all aspects of their business and supply chain."

Thomas Jelley, Corporate Citizenship Manager, Sodexo UK and Ireland, thinks as foodservice operators tend to be guests on their clients' sites, retailers have a significant practical advantage to the extent that they have operational control over their premises, including energy and water sub-metering. "Foodservice has much more of a 'business-to-business' operating model than retail so customer awareness and perception of our environmental policies, packaging, logistics and sustainability, are correspondingly lower." He feels that committed operators are tackling the issues and demonstrating continuous progress.

"For example, the 'Better Tomorrow Plan' – Sodexo's sustainability strategy to 2020 – includes work with major supply chain partners on packaging and logistics, tracking and redesigning packaging, stripping tens of thousands of miles and deliveries out of our supply chain," he says.







Thomas Jelley  
Sodexo



John Young  
Huhtamaki



Ian Booth  
Reynolds



Lucy Frankel  
Vegware



Dax Lovegrove  
WWF

As he points out, Sodexo was the first company to become a corporate member of the Red Tractor scheme and, he says: "The Tillery Valley division's Carbon Trust Standard success proves that we're able to perform on a level playing field with the UK's top companies in terms of climate change mitigation."

In the packaging and disposables arena, John Young, Foodservice Sales and Marketing Director at disposables manufacturer Huhtamaki, thinks the foodservice and retail sectors are becoming closer. "Probably because of the popularity of on-the-go food and drink. The convenience of on-the-move offerings has led both sectors to follow the same trends, for example, when sourcing disposables," he says.

He feels that healthy eating trends, local sourcing and ethical considerations are mirrored across both sectors as well. "The environmental, sustainability issues and recycling schemes have proved to be a focus across both areas of the industry too because of CSR policies and customer expectations," he says. "The retail sector in particular is leading communications and educating end-consumers about recycling policies."

Lucy Frankel from Vegware, the compostable food packaging company, has this to say: "We would welcome foodservice developing its own

environmental policies over the next few years, but the reality is that a sweeping sector-wide overhaul will only really be driven by regulation or the desire to save money. One of these big changes will take place in the way food and packaging waste is managed.

"We can take a glimpse into the near future by looking at Royal Bournemouth Hospital, which uses our compostable disposables in its catering unit. All the used items are disposed of together with all the food waste and collected by our partner composting service. Then in just six to 12 weeks, all that is left is nutrient-rich compost or biogas and topsoil. Commercial composting will soon not only be the greener option, but also the more economic option."

According to WWF's Lovegrove, both retail and foodservice will have to examine how to tackle meat and dairy products which have high greenhouse gas emissions both at the producer and consumer end. "Production efficiency won't solve the problem on its own. There will be a need to encourage consumers to eat meat and dairy in moderation. The green agenda is also converging with health. Cancer, diabetes and heart charities are all saying to consumers eat meat and dairy in moderation as it's better for your health." He goes on to cite the example of North American contract caterer Bon Appetit. On its web site, Bon Appetit describes itself as a "sustainable food service producer" and reports: "This year we've focused on reducing beef purchases by 25 per cent, cheese by 10 per cent, tropical fruit by 50 per cent and total food waste by 20 per cent. The food waste reduction and diversion is responsible for removing 97,000 pounds of carbon dioxide-equivalent emissions per week from the atmosphere."

How will the foodservice sector develop its environmental policies in the future? Ian Booth feels the best way forward is for foodservice to hire people who have worked

in retail "and then they can bring some of that experience into foodservice. We need to watch the different systems introduced by retail and see what works – for example how is Tesco getting on with carbon labelling?"

Sodexo's Jelley says: "Over the next five years, foodservice will hopefully develop its environmental policies with a much better appreciation of their links with social and economic drivers. It is often tempting to address 'green stuff' in isolation but this is a mistake as all social and economic activity is ultimately reliant on a healthy environment.

"Foodservice is faced with an excellent opportunity to contribute to environmental management in a wide range of social and environmental contexts from schools to prisons, sporting events to company board-rooms. This opportunity brings with it a responsibility which some are already making progress on and many others will follow as our collective appreciation of our potential turns it into action."

Pret's Fisher thinks operators need to ensure a sustainable supply chain and "see sustainability as an opportunity, therefore positioning their businesses accordingly and communicating their USP to the customer."

So perhaps, as Booth says, it's a case of watching the retail sector's initiatives, learning from them and seeing how they can be introduced into foodservice.

## CONTACTS

WWF [www.wwf.org.uk](http://www.wwf.org.uk)

Bon Appetit North America

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

Reynolds [www.reynolds-cs.com](http://www.reynolds-cs.com)

Pret A Manger [www.pret.com](http://www.pret.com)

Sodexo UK [www.uk.sodexo.com](http://www.uk.sodexo.com)

Huhtamaki [www.huhtamaki.com](http://www.huhtamaki.com)

Vegware [www.vegware.co.uk](http://www.vegware.co.uk)

EcoEating [www.eco-eating.co.uk](http://www.eco-eating.co.uk)

Sustainable Restaurant Association

[www.thesra.org](http://www.thesra.org)



Photo: Sodexo

# FOOTPRINT AWARDS 2011

The Footprint Awards are coming. Launching in September 2010, this innovative awards programme will recognize the already massive contribution from the industry in its attempt to reduce its significant carbon footprint and will also contribute to the education of its future workforce, and conduct research into sustainability that will benefit the industry as a whole.



Great strides have been made by the foodservice industry – both suppliers and operators – to make sustainability a priority in their businesses and it is time to recognise this achievement. Accordingly, *Foodservice Footprint* is launching the Footprint Awards – the only awards programme dedicated to rewarding contributions to sustainability and environmental excellence in the foodservice industry.

“The Footprint Awards are not going to be merely an annual pat on the back for good work by those involved in sustainability, but are an ongoing commitment to promoting the extraordinary innovation and real work that is consistently being done in our industry”, says Charlie Miers, Managing Director of *Foodservice Footprint*. “We are very focused on making this Awards event different from the traditional awards ceremony; the usual formula of dinner, a

celebrity, winners announcement, open bar, headache,” says organiser Christophe Stourton. “We’re very excited about seeing how innovative people have been when the entries and nominations start coming in from 4 October. To reflect that, we’re very focused on making our awards event different from the traditional awards ceremony – so expect some surprises. “Award ceremonies there are a plenty and many include an environmental or Corporate Social Responsibility award in the mix. The Footprint Awards will focus only on environmental efficiencies, recognising innovation as a means of inspiring the rest of the foodservice industry to more co-ordinated action. It’s also there to create a legacy. More exceptional talent needs to be attracted into sustainability in foodservice, and for that to happen, graduates from our universities need to be able to envisage a career in this area – one that will not

## Footprint Awards Objectives

- To recognise the many innovative ways that businesses and individuals are making a difference to sustainability in the foodservice industry
- To provide businesses with the opportunity to showcase their values and approach to sustainability in a genuine environment
- To raise awareness in the mainstream press of the progress being made in foodservice towards a more sustainable future
- To attract new talent into sustainability in foodservice from the growing number of students studying sustainability and the environment in further education.



## The Categories

**Sustainable Use of Natural Resources Award** - Innovation and efficiencies in the use of the earth's natural resources at any stage in the foodservice supply chain.

**Innovations in Packaging Award** - Where the design of packaging and use of materials has led to an increase in recycling and a reduction in the amount of non-recyclable waste.

**Sustainable Sourcing Award** - How and where sourcing of sustainable products has benefited the environment and the communities that supply them.

**Environmentally Efficient Logistics Award** - Where logistical innovation and efficiencies have produced clear environmental benefits, be it through co-ordinated logistics, working collaboratively or the utilisation of a sustainable fuel source.

**Corporate Social & Environmental Responsibility Award** - CR initiatives entered into by organisations that bring benefit to both community and the environment.

**British Supply Award** - Where buying British has brought benefit to the environment, the sustainability of the supply source and has contributed to the community.

**Energy Efficiency Award** - How energy savings have been made in the foodservice supply chain including the growing, storing, preparing and delivery of food.

**Best Sustainable Catering Equipment Manufacturer** - Entries should clearly show innovation in the design and development of more sustainable, energy efficient catering equipment.

**Best Sustainable Foodservice Installation** - The planning and installation of more efficient and sustainable catering establishments.

**Commercial Benefit Through Sustainable Practice Award** - Where cost savings or business advantage has been created by the introduction of a strategy that supports sustainability.

**Internal Communications Award** - most effective internal marketing and communication of sustainability initiatives that promote involvement in reducing negative impact on the environment and inspire other staff to contribute.

**Consumer Engagement Award** - This category seeks the best foodservice initiatives that have engaged consumer understanding about sustainable practice.

**Special Achievement Award** - organisations can nominate individuals from their own business, or someone they work with whom they consider to have made a special contribution to sustainability and the environment.

**The Community Vote** - readers of *Foodservice Footprint* can nominate and vote for the individual they feel has made the most contribution to promoting sustainability in the foodservice industry.

only make a difference to the world but will enable them to make a living. We also want the UK to be seen as global leader in its efforts to minimise environmental impact in the foodservice business. The awards will publicise and celebrate the UK's leading role in delivering a more sustainable future," says Miers.

*Footprint* is committed to creating a legacy event that encourages new talent to promote and understand the importance of embracing sustainability in foodservice. To further this aim, *Footprint* has teamed up with selected universities, including the University of St Andrews. Award sponsors will commit to taking on a student working in sustainability to do some specific research that will benefit the foodservice industry as a whole. The results of the research will be published at future awards events, giving profile to the students involved and promoting a career in sustainability in foodservice. "As well as demonstrating the practical results of initiatives that large and small businesses are implementing to minimise their impact on the environment, we will also aim to showcase innovation – the kind of innovation that comes from having sustainability as a core part of business strategy," adds *Footprint's* CEO Nick Fenwicke-Clennell. "With the range of household name brands involved in foodservice, we should be able to communicate how seriously business takes its responsibility

and open consumers' eyes to the complexities they face with issues such as packaging, waste recycling and reducing energy use."

So it's important to reward and recognise where real work is being done to protect our future and create a more sustainable way of feeding ourselves. It's also vital to signal to an industry that creates so much negative impact on the environment in terms of energy use and packaging waste that this issue is being taken seriously from both an environmental as well as a commercial point of view. Good stewardship now will protect us in the future, as more and more mouths need to be fed. The sheer reach of the foodservice business is staggering; therefore the reach of the Footprint Awards is as great.

Companies (large and small) from across the foodservice spectrum are invited to submit entries in various categories, and have the opportunity to nominate individuals for an award for their personal contribution.

Entries will be judged by a panel of specialists (to be announced) in the environment and foodservice and, for the individual awards, by nomination and voting on the *Foodservice Footprint* website. Nominees will be able to attend an Awards Event in the second week of May 2011 when the winners will be announced. For details on how to enter please visit

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

# FOOTPRINT AWARDS



# Serve Pork with a Clear Conscience

The pig industry is discovering that steps to reduce the environmental impact of its production go hand-in-hand with operating efficiencies. It's a win-win situation writes Tony Goodger, Trade Sector Manager - Foodservice at the British Pig Executive (BPEX)

Climate change is acknowledged to pose one of the most significant risks to the way we live. For some, it's the defining issue of our time; its importance measured by its magnitude and complexity. It is in that context that the contribution livestock farming makes to climate change has become one of the major challenges facing the agriculture sector today. To ignore that would be irresponsible; equally, to suggest short-term and ill-conceived instant remedies would be remiss.

It is, therefore, important to separate the myths from the facts on this matter. Tackling climate change is the responsibility of all industries – indeed it's a responsibility we all share as individuals. In England, the livestock sector is not only positively engaged in the debate, but is committed to taking steps to reduce the environmental impact of its activity.

The UK Low Carbon Transition Plan requires English farmers to make and maintain a reduction in greenhouse gas





(GHG) emissions to a level at least 11 per cent lower than currently predicted by 2020. It's a target the sector is taking seriously: the good news is that achieving such savings generally goes hand-in-hand with production efficiencies and so it becomes a win-win situation for the industry and for the environment alike.

It is worth separating myth from fact, not least the degree to which agricultural activity impacts on the environment. While the consumption of food accounts for around 20 per cent of the UK's GHG emissions, about 7 per cent can be attributed to agriculture and land use. Within livestock production, there are differences in GHG emissions. For



example, using the measure of Kg per CO<sub>2</sub> equivalents for greenhouse gas emissions, chicken production measures 3, pork 5, beef 12 and lamb 14. What's interesting is that the Kg/CO<sub>2</sub> equivalent of GHG emissions for rice is 16, yet we hear little clamour to reduce our consumption of rice.

In committing to achieve the 11 per cent target reduction in GHG emissions set out in the Government's Low Carbon Transition Plan, the pig industry has initiated a programme that identifies practical steps that can have an immediate impact combined with a programme of research to continue and expand its ability to enhance the environmental sustainability of the sector.

Efficiency gains as a result of better practice are already having an effect, such as the improvement in the health of the breeding stock. This has been achieved through a combination of lower mortality, more pigs per litter and better feed conversion, all of which contributes to a lowering of GHG emissions.

Our research also extends to include environmental impacts other than GHG emissions: for example, water resources, biodiversity, acidification, eutrophication (when the environment becomes enriched

with nutrients). This can be a problem in marine habitats such as lakes as it can cause algal blooms, abiotic resource use and waste. The list serves merely to illustrate the complexity of the issue and shows there is no easy solution.

One of the most important aspects of our work in this regard is in improving the environmental impact of the feed for pigs by using more sustainable soya and developing alternative feed stocks. At present soya forms around 40 per cent of the total diet in UK pig rations with the remaining 60 per cent coming from domestically produced wheat and barley and essential vitamins and minerals.

Trials initiated by BPEX indicate that the use of high-protein, domestic pea, bean and legume crops could reduce the required soya level substantially. The benefits – both environmentally and commercially – are obvious. It is, though, worth stressing that the use of soya (which is imported from North America as well from South America) is not contributing to alleged deforestation in South America. Only last month in Brazil, the Round Table on Responsible Soy Association (RTRS) adopted voluntary sustainability standards that will help ensure that current soy production and further expansion of the crop will be done in an “environmentally sound and socially responsible way”.

In any case in England conventional feed supplies are supplemented by waste products from other primary industries such as confectionary, bakery, distillery, dairy and ice-cream manufacture. If we also take into account the use of by-products such as the wheat bran and milling offals from the bread and biscuit industries then about 30 per cent–40 per cent of the English pig industry is fed on products that are already accounted for largely in GHG emission calculations and which would otherwise have gone into land fill.

The pig sector in England is also now embracing the development of anaerobic digesters to process slurry and other waste which can help supply energy needs, cut GHG emissions and produce a by-product even better as a substitute for fertiliser produced from fossil fuels. Those producers who have been part of the Government's Climate Change Levy Scheme over the past decade have increased production by an estimated 24 per cent, while reducing energy use by

40 per cent, according to independent estimates.

Sustainability in this context, though, should not be about the environmental impact of production in isolation of the value people derive from it. People enjoy eating meat and it is an important and vital element of our diet. Furthermore, meat is also crucially important commercially for the foodservice sector. It's a ubiquitous, high-value menu item so it makes absolutely no sense to try to sell less of it.

Meat consumption has increased by about 60 per cent in the past 40 years and demand will continue to rise. Meeting the demand will be a huge challenge in its own right; to do so sustainably will require unprecedented levels of expertise and creativity on behalf of food producers as well as policy makers.

The livestock industry in England is taking the challenges seriously. UK livestock farmers now almost universally accept that following a strategy of reducing GHG emissions can go hand-in-hand with improving the productive efficiency of their businesses.

For its part, the pig sector has embarked on an active and ongoing programme of research and knowledge transfer to establish cost effective and practical ways in which individual farmers can make a positive impact. We want to be part of the solution and not a cause of the problem, if you like.

The most effective solutions to the issues and challenges, however, will be those involving the active participation of the whole of the supply chain and I would urge all foodservice operators to take this into account in their sourcing policies.

BPEX represents pig levy payers in England and works to improve the competitiveness and efficiency of the English pig industry. BPEX is a division of the Agriculture and Horticulture Development Board (AHDB). The Red Tractor logo is an easily recognisable badge of quality providing the guarantee that the pork and pork products are fully Assured and traceable. For more information visit [www.bpex.org.uk](http://www.bpex.org.uk)

# Freshly Contracted

Pauleys was the first national fresh produce supplier in foodservice to be awarded Red Tractor certification and worked closely with the AFS to help develop the marque. The company continues to champion British produce and celebrate its growers



Craig Buttress

Pauleys, the specialist fresh produce supplier under the umbrella of the Brakes Group, interacts with its suppliers, supports British farmers and, as a company is encouraging the move towards sustainable farming practice. It is not a new policy; in fact Pauleys was the first national fresh produce supplier in foodservice to be awarded Red Tractor certification and worked closely with the AFS to help develop it. Today, through Pauleys and Brakes, caterers can purchase a large range of Red Tractor accredited products including dairy, meat and produce. In 2009, 51 per cent of all Pauleys' produce was of UK origin.

Steven Corras is technical manager at Pauleys where he has end-to-end responsibility on any technical aspect of Pauleys' fresh produce – covering safety, legality and quality of any product supplied to customers. He is passionate about the business he is in and says his colleagues feel the same: "Our commitment doesn't stop within the four walls of Pauleys. We want to be involved outside the company: I am a member of the Produce Sector Board at Assured Produce (AP) and I have just been invited to sit on the technical advisory committee for SALSA (the Food Safety Certification Scheme for small to medium sized producers)."

Both Corras and colleague Rachel Sewter, Pauleys' Marketing Manager are emphatic about working closely with customers to manage their needs accordingly and put this into practice through Pauleys' agricultural policy.

"Steven will spend time explaining to new customers about traceability, and how it works via the code on the product

label, which quickly and efficiently traces products both forward to the consumer and back to the supplier or source," says Sewter.

"Our aim is to make this clear from the beginning of our relationship, especially making them aware of what they will be given," adds Corras.

All suppliers are supplied with a GAP policy document which they have to adhere to strictly. It demands that products meet the highest standards of food safety and quality, are legally compliant, and are produced with due regard for the environment. The document also details Brakes Group and Pauleys' requirements for control of microbial hazards and pesticide residues.

"When it comes to sourcing product, 100 per cent is bought under contract. Our customers' needs drive our sourcing and we only go to expert pre-approved growers to maintain quality and consistency in our fresh produce. For example, we wouldn't go to a Bramley apple grower and ask for potatoes. Our growers are experts which is why we use them."

Senior Purchasing Manager, Craig Buttress and Corras are both produce specialists. Having spent more than a decade working together, between them they have built up an impressive knowledge of fresh produce and forged relationships with the growers themselves. "They know which growers to go to and have a good relationship with our suppliers because they know the business so well. On the flip side, growers are happy to work for Pauleys, knowing its team understands the challenges involved in growing produce on a day-to-day basis," says Sewter.

However, another member of the team, Chris Congreve, who is Pauleys' Supplier







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Image taken by James Chambers, winner of the 'Environmentally-Friendly BioWare' category of the Huhtamaki Capture the Cup Competition 2009



> continued from page 33



Steven Corras (Technical Manager - Pauleys), Janet Street-Porter, David Gregory (AFS Chairman), Rob McFarlane (Director of Meat & Poultry, Prime Meats) and Rachel Sewter (Marketing Manager- Pauleys)

Auditor is the one that spends much of his time with suppliers, visiting them on a daily basis to ensure Pauleys' expectations are met. "He makes sure the produce we are getting is up to our exacting standards. He also prepares crop reports which we then

pass onto the customer, as well as pre-empting what is happening in the field and monitoring how the weather is affecting the crop," says Sewter. Congreve will also make sure the full crop is fully utilised if possible. If there is plenty of Class 1 carrots around then

there will be some Class 2 for which he will try to find a home so there is no waste.

"We also work with the grower to decide when to switch seasons. In fact we publish and distribute a yearly chart which is a good guide to seasonality and crop origins. However, we monitor the locale very closely. For instance, we may plan to switch seasons if, say, cauliflower heads are just not quite right because of the weather, but will be ready shortly. There is flexibility and we will choose the right time to harvest," says Corras.

Sewter says: "I work very closely with the customer to provide marketing support. In the past few years we have seen an increase of interest in provenance and traceability and this plays a major part in our marketing strategy. Our 'Meet the Grower' campaign allows us to run regular stories on our growers in our publications, Seasons magazine and Evergreen which go out to our customer base. We have also introduced a 'Meet the Grower' slot on Pauleys' website which is proving very popular. It aims to show good agricultural practice in an interesting and engaging way."



Pauleys' and Brakes Group customers can meet the growers in the pages of the Seasons magazine





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# Topping the tables in



**World-renowned Stoke-on-Trent based foodservice tableware manufacturer Dudson takes its commitment to Corporate Social Responsibility personally – as one would expect from a company that has remained family-owned and run for more than 200 years.**

"Throughout our 210 year history in Stoke-on-Trent, we have sustained a reputation as a good corporate citizen and continue to build strong relationships with customers, suppliers and employees around the world. To ensure we are a responsible company, we have seven core values to guide what we do and how we do it," says Katie Dudson.

The core values are built around the following principles: Trust and Integrity; Passion; Innovation; Value; Excellence; Expertise and Helpful. "Backed by the Board of Directors, these values represent

the Dudson business ethics and form the foundation of our corporate social responsibility policy," she says. Although the company has a separate environmental policy, it is still included within the corporate social responsibility policy as it is one of the main issues facing business today. For many years now, Dudson has adopted a proactive approach towards the environment, demonstrating commitment to waste minimisation, energy and water efficiency and a safer working environment in line with the company's Environmental Management System. Chief Executive Officer Max Dudson says: "We have identified and improved aspects of our business that may impact upon the environment and the company has embedded the principle of 'continuous improvement', undertaking many initiatives to save energy and improve environmental performance. Any manufacturing process inevitably generates waste," he continues. "So we work closely with local businesses to reuse/recycle waste, minimising the amount sent to landfill. As a result of this collaboration, a large proportion of our waste is recycled by other businesses. We have reduced general waste collections by almost 69 per cent since 2005."

Reduction of energy and water consumption remain high priorities for the company and the installation of a bespoke water effluent treatment plant ensures that all water used in the manufacturing process can be cleaned and reused for general cleaning purposes. "The company has also achieved a reduction in energy use by using a high performance lead-free glaze called ThermECO\*, which enables firing at lower temperatures. This innovation has been achieved without compromising the strength and quality of product synonymous with the Dudson brand," he concludes.

Dudson's commitment to education in the local community is evidenced by its work with schools and colleges and this was recognised by the presentation of The Employer Engagement Award 2009/10, one of the Staffordshire Business and Education Awards, sponsored by the Staffordshire Partnership. The awards recognise the contribution made by local employers to the school curriculum and, in particular, the new Diploma which was introduced last year. The launch of the National Diploma in Manufacturing and Product Design was hosted by the company at its Tunstall production plant,



# CSR

## Badge of Honour



**Ian Dudson, High Sheriff of Staffordshire**

and as part of its involvement with the project, the company has set design challenges for the students and hosted events and factory tours.

Recent projects included working with the students on a pattern design for a mug for the Regent Theatre. Dudson is a long-time supporter of the Regent Theatre and Victoria Hall, (part of the Ambassador Theatre Group), and is a diamond sponsor. The company also provides invaluable work experience for students from Staffordshire University through a Knowledge Transfer Partnership agreement, helping Dudson to improve processes, competitiveness, productivity and performance.

Dudson has emphatically put its money where its mouth is when it comes to supporting its home town. The Potteries' oldest ceramic tableware manufacturing family business has donated the original production site in Hanley, which is now run as a charitable Trust, to the people of Stoke-on-Trent. The building, now called The Dudson Centre, has been transformed into a facility for voluntary groups, housing 15 different organisations. The Grade II listed bottle oven on the same site has been preserved for posterity and converted

into a free-entry museum, displaying a vast collection of items from Dudson's 210 year history.

The company is pleased to support local charities: a committee has been set up to raise money throughout the year via various social functions, raffles and auctions and any monies raised at these events are matched by the company. Each year, three local charities (voted for by the committee), benefit from these activities and during the last 10 years in excess of £130,000 has been raised. In 2000, during Dudson's bicentennial year, a total of £40,000 was raised.

"We also encourage and support employee involvement with many local organisations including Keele and Staffordshire Universities, Stoke-on-Trent City Council and the North Staffordshire Regeneration Zone, North Staffordshire Chamber of Commerce, ceramic industry organisations, the Chartered Institute of Accountants, NSPCC Staffordshire, the Douglas Macmillan Hospice and Tennis Staffordshire," says Katie Dudson.

*\*ThermECO is a trademark of Endeka Ceramics Ltd.*

Chairman Ian Dudson was this year appointed as the High Sheriff of Staffordshire. Not only will Ian Dudson fulfil the role as the Queen's representative for the judicial system in Staffordshire, but he also plans to use his year in office to launch the Canal Challenge, in which he plans to walk the entire 160-mile length of the Staffordshire canal network to raise funds for the Staffordshire Community Foundation. The Foundation helps to alleviate poverty and disadvantage throughout the county, and is based at The Dudson Centre.

"I thought being High Sheriff would be a great opportunity to do something in a purely charitable way that was focused very much on Staffordshire," says Ian Dudson who has now semi-retired, having handed over his Chief Executive responsibilities to his brother Max.

"We struck on the idea of a canal walk because it has so much historic and practical importance as to why North Staffordshire is the world capital of ceramics. We wouldn't be here if it wasn't for the canals," he says.

# CHARLTON HOUSE DRIVES THE RED TRACTOR



Charlton House has pulled off two major coups in its drive towards providing its customers with the ultimate in sustainably sourced and healthy food. The company launches this month a variety of menus loaded with Red Tractor items sourced from a wide range of RT-approved products from its suppliers. It has also pushed out the boat and is now serving up pole and line caught tuna canned in spring water rather than brine.

Caroline Fry, managing director of CH&Co's staff catering brand, Charlton House, explains the thinking behind the ambitious move to roll out Red Tractor-approved products on its menus across all parts of the CH&Co Group: "We believe the Assured Food Standards scheme is particularly relevant and appropriate to our business as it covers all aspects of the supply chain from farm to fork – so it enables us to adopt a holistic approach, covering food safety and hygiene, animal welfare and environmental protection. The fact that the scheme covers a number of product groups – including meat, dairy products and fruit and vegetables – will allow us to incorporate a wide range of RT-approved products on menus around the UK. So we'll be rolling-out RT dishes and menus across all parts of the CH&Co Group.

"The fact that CH&Co is now certified by AFS has only been possible by working with a number of our core suppliers, who in turn now hold RT certification; these partnerships are across each of the product groups in the scheme. So in meat supplies, we're working with Nigel Fredericks, John Sheppard and Browns Foodservice, with Campbell Brothers supporting the initiative with our Scottish sites. We have both Reynolds Catering and 4DegreesC working with us on RT approved ranges of fruit and vegetables and West Horsley Dairy already able to supply us with 1 per cent fat milk from a Red Tractor-approved source.

"A number of smaller fresh food suppliers are also working to achieve accreditation and AFS has been of great assistance in helping them produce

**Caroline Fry (front left) is seen here with members of the CH&Co board outside of their London offices in Devonshire Square.**

a robust audit trail to demonstrate that the integrity of the supply chain is maintained. Clearly, this will be a challenge in providing accredited fresh produce throughout the year and distributors must be able to demonstrate systems that prevent the substitution of product from a non-approved source.

"We're working closely with AFS to show that a complex business like CH&Co can promote RT-approved products and menus, with a wide-range



of suppliers, rather than just a simple menu with limited choices,” says Fry.

Another major initiative by the company is to ditch tuna canned in brine and guarantee the fish is caught sustainably. CH&Co is the first catering company in the UK to serve pole and line-caught tuna in spring water throughout its 120 restaurants nationwide. The tuna will be served across all of its specialist catering brands including Charlton House (staff restaurants), Lusso (City-based fine dining), Ampersand (catering in iconic venues) and Chester Boyd (catering within Livery Halls and City of London venues), and is part of a series of initiatives to improve the health of its 60,000 customers nationwide by cutting levels of sugar and salt.

“Although Skipjack tuna in spring water is available to consumers via select retail outlets, it has never been available to contract caterers, primarily because of the size of the cans. We were determined to

source it for our customers because we wanted the dual benefits of sustainability and the enhanced health benefits from the lower salt levels.

“One of our key distributors, 3663 First for Foodservice, rose to the challenge and has worked closely with supplier MCM Select Foods who identified a sustainable source of pole and line-caught Skipjack tuna from the Indonesian Sea and procured it on our behalf. It now comes in catering-sized 1.88 kilo cans. Putting it in spring water rather than brine reduces the salt content by six per cent.

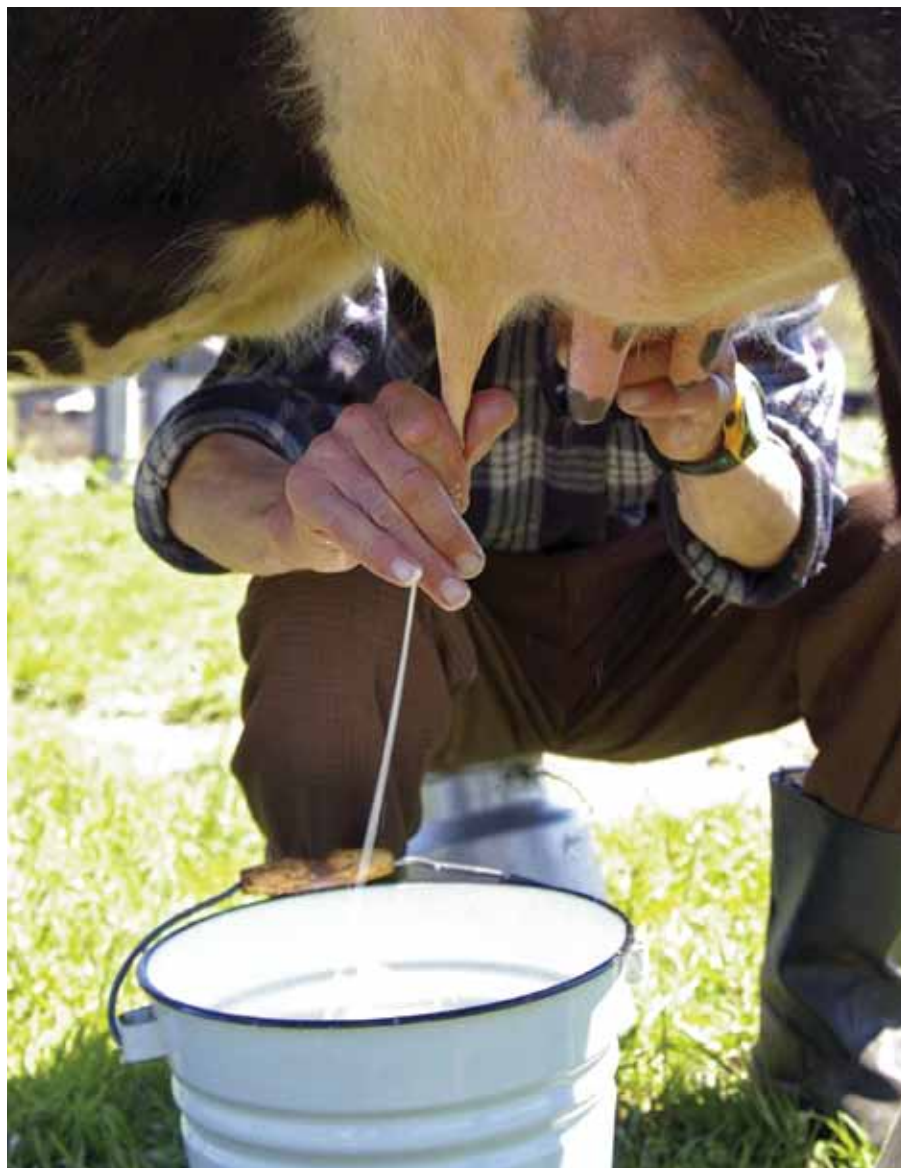
“We specified Skipjack as there have been concerns over the sustainability of blue fin tuna. Skipjack tuna is fished in small day-boats using traditional hand-line methods, minimising the environmental impact.”

Healthy eating is very much to the fore of the CH&Co philosophy and the company already serves reduced salt and sugar



baked beans throughout its restaurants while in August all of its restaurants started offering 1 per cent fat milk. The measures were only implemented after the company's team of executive chefs had conducted thorough tasting sessions to ensure that the replacement products were as tasty as their predecessors. “Cheese, sausages and bouillon are currently under the spotlight to see what improvements can be made there,” says Fry. “We encourage our chefs to use herbs and spices instead of salt to season food. Any tinned fruit used is now in juice rather than syrup, resulting in a massive reduction in sugar levels.

“Our customers are aware of the changes but they haven't noticed any difference in the quality or taste. We want to make it as easy as possible for people to make healthier eating choices. We will continue to make improvements and although they are relatively small changes, they can make a big difference to overall health, particularly given that the majority of our customers eat in our staff restaurants every day,” says Fry.



## FOOTPRINT FORUM

**CH&Co is hosting the next Footprint Forum**

2pm Tuesday  
21 September 2010

Farmers' and  
Fletchers' Hall,  
3 Cloth Street,  
London EC1A 7LD

# FOOTPRINT AWARDS

A photograph of a dining table set with a white plate, a glass of water, a glass of wine, and a globe. The globe is the central focus, resting on the plate. The background is blurred, showing a restaurant or dining area.

The Awards programme exclusively dedicated to recognising contribution to sustainability and environmental excellence in the Foodservice Industry

## FOOTPRINT AWARDS

The logo for Footprint Awards, featuring the word "FOOTPRINT" in a dark green font and "AWARDS" in a white font, with a stylized green leaf and fork icon to the right.

*"We're very excited about seeing how innovative people have been when the entries and nominations start coming in from 4 October. To reflect that, we're very focused on making our awards event different from the traditional awards ceremony - so expect some surprises."*

**Christophe Stourton,**  
Footprint Events

FOR MORE DETAILS AND HOW TO ENTER...  
[www.foodservicefootprint.com/awards](http://www.foodservicefootprint.com/awards)



# THE WASTE LAND

How caterers dispose of their rubbish sustainably, be it packaging or food waste, is a complicated issue but it is essential operators get their heads round it. Kathy Bowry sifts through the options.

In March the former Government set out its plans to sort more waste, save resources and cut greenhouse gas emissions. The joint Defra and Welsh Assembly Government publication 'Consultation on the Introduction of Restrictions on the Landfilling of Certain Wastes' considers the case for restricting sending the following types of waste to landfill: paper and card; food; textiles; metals; wood; garden waste; glass; plastics; and electrical and electronic equipment.

The former Environment Secretary Hilary Benn announced: "I want to make it easier for us all to do the right thing and I am making it very clear today that any obligation to sort waste would fall primarily on the waste collection authority and on businesses."

Immediately after that announcement, the standard rate of landfill tax went up on 1 April from £40 to £48 per tonne and will increase by £8 per tonne each April up to and including April 2013, meaning that in April 2013 landfill tax will be £72 per tonne. For operators this would be a massive drain on resources: WRAP says food waste from the catering industry amounts to around 3.3 million tonnes a

year which by anyone's standards equates to scary amounts of money simply being thrown away.

This landfill tax loading gives an impetus for the industry to race to fulfil the Government's target for alternative and more sustainable ways of disposing of waste other than sending it to landfill. Catering waste, which is designated as animal-by product is defined in the EU Regulation as 'all waste food including used cooking oil originating in restaurants, catering facilities and kitchens, including central kitchens and household kitchens'. This definition also includes catering waste from vegetarian restaurants and kitchens and makes no distinction for waste which is only vegetable matter, originating in rare circumstances from a premises which may not handle any animal by-products – such as a vegan kitchen.

Catering waste includes cooked or processed meat and fish, bakery products and fruit and vegetables. What are termed as Category 3 animal by-products such as raw meat, fish and eggs, lightly cooked meat and fish and meat and fish products that require cooking before consumption

cannot be sent to landfill. You must dispose of category 3 animal by-products at approved premises, by rendering or incineration, or disposal at an approved biogas or composting plant. Generally you cannot send category 3 animal by-products to landfill.

Sending any waste to landfill is not the best solution anyway as we are fast running out of sites – Environment Agency figures for 2007 showed a drop of 21 million cubic metres and that figure is still falling. Burying organic waste in landfill is also a waste of resources and a contributor to dangerous greenhouse gases as it contains methane. A far better solution is recycling as compost or converting it into biogas. However catering waste can only be sent to a composting or biogas facility approved under the Animal By-Product Regulations so operators will need to organise collections. Landfills cannot accept liquid waste so you should collect used cooking oil in suitable containers and have it removed by an authorised waste carrier. Most of this used cooking oil goes to make biodiesel or is incinerated to generate electricity.



> continued from page 41



The message with food waste is that the more you can reduce it on site, whatever method of disposal you choose to use in the end, the cheaper it is going to be to get rid of it. Large organisations might consider installing an anaerobic digester (see interview with Executive Head Chef of The Royal Garden Hotel on page 19) on site which macerates food waste and stores it in a sealed tank until it is collected for composting.

Packaging is another story. A recent *Footprint* Forum, The Throwaway Industry? organised by the publishers of *Footprint*, heard Neil Whittall, Chair of the Food Packaging Association say: "Legislation is extremely confusing. We have to reduce waste and recycle by composting and developing organic recycling. WRAP has recently refocused its efforts on food waste but it is important to realise that packaging is a very important part of food hygiene. We have got to get packaging out of landfill but each company looks at CSR individually – there is no cohesion. Now we must get the industry together to more seriously communicate the message that the UK packaging strategy must be

to reduce waste, increase recycling and increase use of recycled material," he says.

Whittall would like to build up the infrastructure to be able to deal more efficiently with recyclable packaging, look at consumer recycling when it comes to recyclables and composting. "It all has a part to play in the lifetime of the product from cradle to grave," he said.

Restaurateur Cyrus Todiwalla, a member of the London Food Board, and Chair of the Sub Committee for Waste, says: "Foodservice has to lead the way. Ideally in five years time, if we all act collectively we will get manufacturers, producers and collectors all listening and doing exactly what we wish them to do, which is to help us to create a zero waste community of end users."


It looks as though suppliers are listening. Nestlé Professional recently announced that its coffee composite cans are now fully recyclable and as a result, three million fewer tins could be sent to landfill each year. The catering cans are made from a combination of steel, board and paper. The can is recyclable as steel with the board and paper getting burnt off

and generating heat in the process.

Four years ago 3663 First for Foodservice trialled a recycling initiative which turns waste cooking oil into biodiesel for use in trucks in its transport fleet. In 2008 the trial turned into a full-time programme and now more than 75 per cent of the 3663 fleet runs on a standard diesel and biodiesel mix. 3663 has achieved ISO 14064 for validating the reduction in greenhouse gasses associated with its waste oil recycling scheme.

Unilever has recently introduced square tubs for Knorr Bouillons that use less plastic than the previous round design, and create four per cent less CO<sub>2</sub> emissions in the manufacturing process. Not only are emissions reduced, but because of the shape and reduced weight, the company now needs 11 fewer transport trips a year and 285 fewer pallets. "These may seem like small actions but over time these changes can make a big difference," says Richard Firth, Channel Marketing Director for Unilever Foodsolutions.





Environmental sustainability  
is at the very heart of the NESTLÉ® business

We work closely with our customers, partners and suppliers to reduce our environmental impact.



## Passionate about British produce

Sourcing British produce whenever possible is more than just being able to offer customers some of Britain's finest regional and local food. It's also about celebrating British food culture whilst supporting food and artisan producers the length and breadth of Britain.

Our commercial team is committed to sourcing British meat and poultry whenever they can. Prime Meats, our speciality butcher now offers 65% of its range from British farmers.

Under our British Skippers Scheme, nominated skippers embark on a fishing trip, knowing that M&J Seafood, our fresh fish specialist business, will buy the best of their last day's catch.

We also work hard to promote underutilised species from British shores. Our commitment to British, sustainable & ethically caught named species, including Cornish line caught Albacore tuna, is helping to rejuvenate the British fishing industry. We promote and encourage the use of alternatives such as pollack, hake and megrim, which reduce the demand for sensitive and depleted fish stocks.

To find out what else we are doing visit the Brakes Group website at [www.brakesgroup.co.uk](http://www.brakesgroup.co.uk)