

FOODSERVICE

Environmental issues in the food industry
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FOOTPRINT



THE END OF THE LINE:

The impact of declining fish stocks on the foodservice industry

WASTE NOT WANT NOT:

Cyrus Todiwala's radical take on managing waste sustainably

The real environmental and social implications of stocking bottled water

Farming report: How a major operator works ethically with its suppliers

Obesity and food waste: Is there a parallel between the two?

We have the power: We can make changes that are good for the environment and ourselves, says restaurateur Richard Phillips

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Dear Reader



Nick Cracknell

In the face of adversity, 2009 has been an extraordinary year. The industry has proven to be far more resilient as far as green issues are concerned – far more so than anyone had anticipated. True, there are many businesses out there who consider sustainable aspects of business a ‘nice to have’ and not a ‘need to have’. The climate-change cynics are still expressing their opinions but in general the enlightenment in the industry is commendable in the recognition that it is businesses that will make the real difference.

As, at the beginning of the year, the recession assumed its full might, we decided to retreat and develop our on-line strategy, print offerings and develop the events and research side of the business. At the beginning of 2009, as most of you know, we launched our website, its popular blog (the only of its kind) as well as the **enews!**

As you will notice, the journal has had a full makeover and is now printed on 100 per cent recycled paper. The inaugural Footprint Forum is being hosted on HMS Belfast in partnership with Sodexo on the 8th of October. Furthermore, we have opened an office in Munich, Footprint Publishing Europe, to get to grips with the ecological credentials of foodservice on the continent. Footprint Intelligence, the newly founded research marketing arm of Footprint Media Group that has been established to determine the all important question of what Foodservices’ Footprint actually is and to help all those wanting to make improvements.

We do hope you enjoy this informative read, more than ever before, and we encourage everyone to give us as much feedback as possible. Please do get in touch to find out more about all areas of the businesses.

Our thanks, as ever, go out to all of our Brand Ambassadors and supporters who are making a real measurable difference in highlighting the path to a greener hospitality industry.

Nick Cracknell - Editor

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Bob Cotton: A hard act to follow

Bob Cotton to leave BHA



Bob Cotton

Dairy emissions under scrutiny

Dairy UK, the trade body for dairy farmers, has announced it is working with the Carbon Trust to introduce new measures reporting on the carbon footprint of the dairy industry. The project is designed to set a single set of guidelines for dairy farmers, processors, wholesalers and retailers to evaluate the industry's carbon emissions. Dairy UK also announced that it is set to meet and in many cases exceed a number of environmental targets for 2010. A survey found that over 45 per cent of dairy producers have land in official environmental schemes, putting the industry on track to reach its 50 per cent target by 2010, according to *The Guardian*. The report goes on to say that nearly half of dairy farmers now have a nutrient management plan designed to help limit methane emissions from cattle in place, while milk processors are on track to meet a target of incorporating 10 per cent recycled plastic in milk bottles by the end of 2010.

Bob Cotton, chief executive of the British Hospitality Association, has announced he will be leaving the Association in July 2010, after the general election. He joined the BHA in January 2000.

Speaking exclusively to Foodservice Footprint, Cotton says: "In the 10 years since I've been chief executive, the whole focus has changed on sustainability. Then, the word was unknown - today, it's one of the drivers of the hospitality industry. Energy conservation, local food production, carbon footprints - these are all part of the new terminology that the industry has to understand and comply with - and the change is huge.

"As for the future? Consumers will become ever more powerful because they - as well as governments - will be helping to drive sustainability in the future. We're all looking for greener solutions.

That drive will continue at an even faster pace in the coming years. "Building up good relationships with Government departments is a key role and my successor will be able to do this right at the start of the new administration - no matter who wins the election.

"The last 10 years have been immensely rewarding and challenging but it is now time to move on. The hospitality industry now plays an even greater role in the UK economy than it ever has done and, despite the present recession, looks set for further expansion."

Cotton will continue to take an active part in the industry and will remain chairman of the Hospitality Skills Academy, president of Hospitality Action and a member of the board of Springboard UK. The Association will begin the search for his successor later this year.

SUPER SODEXO

Sodexo has been named 2009 global 'Supersector leader' for the Travel & Leisure sector by the Dow Jones Sustainability Index (DJSI). This is the fourth time the company has been so recognised.

Sodexo received an overall score of 86 per cent in an assessment of its economic, social and environmental performance by the ratings agency SAM (Sustainable Asset Management).

The average score for companies in the sector was 56 per cent.

Sodexo's scores in each area also were well above the sector average:

- 94 per cent versus an average of 65 per cent in economic performance.
- 91 per cent versus an average of 58 per cent for environmental performance.
- 79 per cent versus an average of 50 per cent for social performance.

In addition, for the fifth consecutive year since being included in the DJSI in 2005, Sodexo was the leader for its sector, REX Hotels, Restaurants, Bars & Recreational Services, for both the DJSI World and DJSI STOXX indices.

The DJSI identifies companies that combine economic and financial performance with a commitment to sustainable development, revising its criteria each year to reflect the

changing dynamics within companies.

The analysis looks at specific factors including governance, risk management, environmental impact and social practices toward suppliers and clients.

Sodexo CEO, Michel Landel, said: "We are proud to be included again among global companies that combine economic performance and civic responsibility. This recognition reflects the daily efforts of our teams throughout the world and reinforces our commitment to corporate citizenship as a strategic priority."

* Launched in 1999, the Dow Jones Sustainability Indexes are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. Based on the cooperation of Dow Jones Indexes, STOXX Limited and SAM they provide asset managers with reliable and objective benchmarks to manage sustainability portfolios.

Currently more than 70 DJSI licenses are held by asset managers in 16 countries to manage a variety of financial products including active and passive funds, certificates and segregated accounts. In total, these licensees presently manage close to 8 billion USD based on the DJSI.

Jamie's AMERICAN ROADTRIP offloads carbon

Jamie Oliver and TV production company Fresh One have offset the 242.6 tonnes of CO₂ emitted during the making of the Channel 4 series "Jamie's American Roadtrip" by sponsoring projects in India, China and Cambodia. This is possibly the first time a major UK series involving extensive travel has become carbon neutral. Calculations were made for all flights, hotel accommodation and land travel during filming in six states.

According to Oliver's publicist Peter Berry: "After consultation with Green Party staff, Jamie Oliver Limited (JOL) began working with environmental experts Best Foot Forward who calculated the amount of CO₂ using information on all flights (including research expeditions), hotels and car travel during the series. Once the calculation was made, JOL turned to ClimateCare and decided to help environmental projects in Asia, including energy efficient stoves in Cambodia, a wind-power project in China and a solar power installation in India." "My company is serious about

helping to prevent the dangers of climate change," says Oliver, "and we recognise that with everything we do – but especially with TV programmes like this one – we create a carbon footprint. Early on in the filming for Roadtrip, we decided that we should do something positive about the CO₂ of all the flights we were making and the long car journeys we were taking. I felt that as a programme-maker, it was my duty really to stand up and say that if we're going to shoot these brilliant programmes which involve flying quite a few people everywhere, we should make a difference and help save the planet."

• *'Jamie's American Roadtrip' visited New York, Los Angeles, Arizona, Louisiana, Georgia and Wyoming over an eight-month shoot but often with long gaps between each location. The series is airing on Channel 4 throughout September and there is an accompanying book, "Jamie's America" published by Michael Joseph/Penguin with photography by David Loftus.*

Picture publicist: Tristan Hopkins Photographer: David Loftus



Jamie Oliver travels through Wyoming in Jamie's American Road Trip.

Unilever commits to sustainability

Unilever, owner of the PG Tips brand, one of the most popular teas in foodservice, has made a commitment to integrating sustainability into all its brands. Unilever has a long track record in promoting sustainable farming practices in tea production.

The organisation owns and manages 11,000 hectares of tea gardens in East Africa, producing 46,000 tonnes of tea each year and employing 26,000 people. Unilever acquired its own tea estate in Kericho, Kenya in 1984, and has worked hard to improve the standard of living of workers and ensure that farming practices are in harmony with the environment. 30 estates have already achieved Rainforest Alliance Certified status, including Unilever's own estates in Kenya and Tanzania and third-party suppliers in India and Argentina. At the end of 2008

at least 50 per cent of the tea in Lipton Yellow Label and PG tips sold in Western Europe came from Rainforest Alliance Certified farms.

More recently, eight South Indian and four Indonesian estates have earned certification, which together support 3,500 workers and their dependants. To achieve certification the farms invested in a range of improvements, including protective suits for workers dealing with agrochemicals, wastewater treatment equipment and micro hydro- electric schemes. In South India, workers also benefit from free housing, medical facilities and school education for every child.

In May 2009 Unilever was recognised for its commitment to sustainability and presented with the Corporate Green Globe honour by the Rainforest Alliance.



Workers at Unilever's estates are benefiting from the company's commitment to raise their standard of life



Kericho estate produces sustainable teas



Green steam powers Swiss dairy

From left: Albert Amstutz, Bruno and Markus Keiser with the new wood chip fuel

Leading Swiss dairy brand Emmi is now producing its yogurt and muesli products in Emmen, Switzerland using renewable energy. A new wood chip plant will generate steam for dairy production. The eco-friendly steam plant will save Emmi 1.6 million litres of heating oil annually.

DID YOU KNOW?

Traditional farming and lack of mass land ownership in Switzerland means that each farmer has a maximum of 20 cows in a herd. Each farmer knows his cows individually by name making for a happy, healthy cow to produce fine quality milk.

Each year, Emmi uses around 32,000 tonnes of steam at its Emmen facility during the manufacturing process which was previously powered by heating oil. The new process will reduce heavy CO₂ emissions and trim costs. Significantly. The new facility is expected to produce 22,000 tonnes of steam per year. The existing steam plant will remain operational to cover peak demand and/or times of malfunction or maintenance work, but from now on the plant will be powered with environmentally friendly natural gas. In all, Emmi will save about 1.6 million litres of heating oil a year, equivalent to that consumed by 800 single-family homes. The switch to the wood chip facility means a reduction in carbon dioxide emissions of some 4,700 tonnes per year.

Since 2005, Emmi has been working carefully towards reaching the CO₂ objectives agreed for 2012, which consist of reducing CO₂ intensity to 79.18 per cent and increasing energy efficiency by 12.18 per cent vis-à-vis 2000. Emmi will exceed this goal set with the Federal Council, thanks in great part to the wood chip facility in Emmen.

Fifteen commits to MSC ecolabel fish

Jamie Oliver's Fifteen chain of four restaurants have received a grant to be certified to sell Marine Stewardship Council (MSC) ecolabelled fish. The grant, from the Dutch Stichting Doen Foundation will also fund a training project which will see Fifteen's chefs join with the MSC to create training and promotional support to the food service industry on certification and its benefits.

Europe takes a stance on Bluefin Tuna - finally

Europe has at last said it will list Bluefin Tuna as an endangered species, while further scientific studies on the latest population figures of the species are carried out. The 27 countries of the EU are expected to vote on suspending the trade on bluefin tuna. If these votes receive international support all international trade may be prohibited.

3663

speaks in the future perfect

3663 First for Foodservice has merged its Kent operations to create a super-depot at Paddock Wood, providing its foodservice customers in London and the south east with a highly efficient, environmentally-sensitive, sustainable multi-temperature food distribution hub, which has been designed to last. The new facility replaces one depot at Edenbridge and two in Sevenoaks.

Chief executive Fred Barnes explains: "The opening of Paddock Wood is a significant milestone on the way to achieving our vision of sustainable leadership in foodservice distribution. This new depot clearly demonstrates our willingness to invest in providing our customers with the very best – whether you measure that by quality of service, environmental concerns or efficiency while maintaining our number one position in sustainability."

The £17.6-million development has been designed to accommodate new and existing business. Its smart design ensures the highest level of operational efficiency and the most eco-friendly method of working. Low environmental impact was a key factor in the design, not only in the materials used



in the structure, but also in the additional features incorporated by the architects. 3663 was one of the top companies in the Sunday Times Best Green Companies 2008.

Materials on the site were reclaimed and re-used as the basis of the new building. The site includes a waste recovery area, where cardboard and polythene packaging will be collected and palletised, ready to be shipped off for recycling. Rainwater will be recycled for vehicle washing, toilet flushing and cooling of plant evaporative condensers. Water is also conserved using



3663 has gone all out to ensure its new facility is as green as it can be

low flush WC cisterns, time control taps and waterless urinals.

Across 3663 sites, renewables are used extensively as sources of energy. The flow of natural light into the Paddock Wood building has been carefully structured to reduce energy consumption and improve the working environment, and artificial lighting is photo-cell activated to avoid wastage. Solar panels in the warehouse roof provide electrical power to the offices and preheat water, while natural light in the warehouse reduces power consumption and makes for a more pleasant working environment.

Barnes concludes: "We care about our people, we care about our customers, and that's self-evident from the investment we have made, not only in this new flagship depot, but in the other depots we operate around the UK."

MALDIVIAN TUNA FISHERIES ENTER ASSESSMENT

All Maldivian tuna fisheries for yellowfin, bigeye and skipjack have entered assessment for certification under the Marine Stewardship Council (MSC) standard for sustainable and well-managed fisheries. With an estimated total annual catch of 118,000MT of tuna, this represents the largest tuna fishery to enter the MSC programme. The client group contains all domestically registered pole and line and handline vessels, the only fishing methods legally allowed in Maldivian waters, targeting tuna species within the coastal waters and the exclusive economic zone of the Republic of Maldives. Based on historical data, the three fisheries are estimated to land around 900MT of bigeye tuna, 97,000MT of skipjack tuna and 20,000MT of yellowfin tuna using both pole and line and handline. The fisheries operate year-round, the main fishing season runs from August to April. Maldivian skipjack tuna has traditionally been the mainstay of the domestic market but is now exporting substantial volumes of its canned and pouch production to Europe and elsewhere. Bigeye and yellowfin tuna is sold as whole frozen fish to international markets, mainly to Asia. Larger fish is loined and a small amount is exported as chilled, fresh fish. The higher-value handline tuna is sold fresh or frozen to Europe, the USA and Japan. The assessment will be carried out by independent certifier Moody Marine.

Soil Association water mark

Ty Nant Spring Water producer of a range of fine waters including Ty Nant Natural Mineral has had the organic status of its land made official. The company has now been awarded the Soil Association Organic Certification.

Ty Nant is one of only a few water companies in the UK to achieve Soil Association certification. Ty Nant has also announced an ambitious tree-replanting programme, to turn an additional 200 acres of land acquired in 2004 from acidic pine forest into indigenous broadleaf woodland. The new woods form an

important part of the 300 acres owned by the company.

David Relph, General Manager Sales & Marketing for Ty Nant says: "For 20 years, since inception, we have worked to eco-friendly and organic principles. We are fiercely loyal to the land from which our water is sourced. We respect the natural world and in turn it rewards us with an award-winning water that is sold in some of the finest hotels and restaurants. We cared for the environment long before it was fashionable or a requirement. It just seemed the right way to do business."

Expend^g a lot of energy for the right reasons

Good news! Isn't wonderful to say that for once? The move towards creating the ultimate sustainable commercial kitchen across all sectors looks as though it really could be a reality.

The advent of The Catering for a Sustainable Future Group (CSFG) (see feature on page 38) has brought together representatives from three important organisations into a working group whose brief is to facilitate the transformation of old fashioned, inefficient commercial kitchens from energy guzzling, heat exuding monsters to clean, green – and mean on running costs.

CSFG brings together members of the Catering Equipment Distributors Association (CEDA) the Catering Equipment Suppliers Association (CESA) and the Foodservice Consultants Society International (FCSI) who are co-operating to give the industry the tools it needs to meet the Government's target of carbon saving of 26 per cent by 2020 before we are made to comply.

It makes perfect sense to do it sooner rather than later because as well as cutting emissions and saving energy there is the very real incentive that by taking on board more energy efficient kit operators will be able to make considerable savings which will show up on the bottom line. Another huge advantage offered by the CFSG is that operators won't have to take on the onerous, time consuming and let's face it, boring job of monitoring kitchen energy use as it is recommending independent research to provide typical energy figures for key sectors – fine dining, mid-spend restaurants, fast food outlets, hotels, pubs, healthcare, business and industry, education and public services. That data collection is now under way by the CFSG.

It is, however, interesting to note

CSFG is undertaking this task because it recognised it would be difficult to persuade operators to do the monitoring themselves, and if they did they would be reluctant to share it for the greater good because the information could be commercially sensitive if it reveals sales volumes.

Which is why however important it is to be more sustainable from an environmental point of view, the biggest incentive to go down that route for most operators – though by no means all – is long term cost cutting. I wonder how many operators would go the green route if it were ultimately going to hit them in the pocket. I think any pretence at concern over global warming would go flying out of the window at the merest hint investment in greener running it might impinge on profits.

So thank goodness for the Government's ECA scheme and the recent upping of the Carbon Trust's interest free loans, which have doubled to £400,000 July and don't just apply to SMEs. The loans mean the cost of the new equipment can be covered by the energy savings made over the life of the equipment — and that is some incentive. Of which more on page 32.

HMS Collingwood is a DREAM

The MoD now has 'probably the most sustainable kitchen in the UK'. This marvel of the modern world can be found at the stunning HMS Collingwood at Fareham in Hampshire (See page 34). The state of the art catering facility feeds up to 1200 people per mealtime 365 days of the year in the Howe Galley, which achieved a Defence Estates DREAM (Defence Related Environmental Assessment Methodology) rating of 'excellent'.

The energy requirements for the project were measured against the energy benchmark published by Chartered Institution of Building Services Engineers (CIBSE) and armed with this information and a budget of £1.4 million the foodservice consultant went off to buy the

most energy efficient equipment available. What is amazing is how much is out there and how far things have come on in just a few years. By careful selection the kitchen was fully equipped with whole raft of energy saving, low emission kit and which is bringing huge savings to the facility. From warewasher to fryer, from ovens to refrigeration the environmental advances are phenomenal.

For me one of the most impressive pieces of equipment at the project is the organic food waste disposal system that removes the waste as pulp and stores it so it can be collected by truck and used for composting and for biogas production at local sites.

If we carry on stuffing landfill sites we will soon be stuffed ourselves so this is

a really attractive alternative. According to foodservice consultant David C Clark of CDIS-Karm: "This system, when used to transport food waste from the point of generation to the point of storage, is the most hygienic and sustainable solution available within the catering industry today." And cheap too considering the huge cost implications in sending rubbish to landfill – and those charges are only going to escalate over time.

Of course, kitting out a new build with state of the art equipment bought with a realistic budget is one story, refurbishing old premises on a shoestring is another but a lot can still be done. If you need to replace a 10 year old six burner range and an old refrigerator the new models one is going to be more energy efficient which means operators can take advantage of the Carbon Trust's tax free loans. There was never – and may never be again – such a great time to go green in terms of finance.

THE END OF THE LINE



INTERVIEW

Charles Clover's book, *The End of the Line*, screams for attention to the crisis of diminishing global fish stocks and is now a powerful and thought provoking movie, currently showing in the West End of London. Footprint met with him to discuss the very clear implications to the foodservice industry.

Charles Clover



Charles, as one of the first mainstream broadsheet commentators on the environment, you have championed a sustainable world since the mid-Eighties. What was it that triggered your initial interest?

Well, I started off as a reporter mostly, not a commentator, so it was really what sparked the interest of the editor, Max Hastings, who hired me to write about these things. At that time in the 1980s there were a trinity of events abroad, Chernobyl, Bhopal and Sandoz, plus a lot happening in food, farming and transport at home. I happened to be a farmer's son who spent a lot of time fly fishing so I suppose I had a head start in understanding the issues.

What are the main changes to global attitude and direction you have witnessed since you started campaigning for a sustainable future?

Climate change has become a huge circus of an issue and the science on it seems to have polarised and become ideological in not terribly helpful ways. I think commentators who can actually understand the science behind the issue are needed more than ever. While climate and carbon saving have become such vast subjects, other important things such as biodiversity loss, overfishing and human population growth have tended not to get the attention they deserve.



> *Your book, **The End of the Line**, has been made into a highly acclaimed movie. As a journalist writing about environmental issues, there will have been many disturbing causes you could have chosen to put your weight behind. What was it about the plight of the fishing industry that inspired you to focus on that, above all others, and write **End of the Line**?*

Nobody was writing about it. Nobody seemed to see it as a big issue. In fact we are talking about the health of 70 per cent of the planet's surface and about the other great global commons in which fishing is currently the most destructive activity. I had been curious about what was happening in the sea. And when I walked into a presentation about the effects of beam trawling on the sea bed and on the fish there - beam trawling kills 16 lbs of marine creatures to harvest a pound of edible sole - that set me off down the road to writing the book.

*Al Gore's film **An Inconvenient Truth** created quite a stir when it was launched, but has since become, not so much discredited, as a target for contradictory opinions as to the realities of global warming. Whilst it could be suggested that the jury is still out on that particular issue, one thing for sure is that we live on a planet with diminishing natural resources and too many people. **The End of the Line** is about the sustainability of global fish stocks and the public at large is still confusing global warming and sustainability. Do you think that some of the more cynical media coverage that the Gore film has received in recent times might in some way be detrimental to the message of **The End of the Line**?*

It is a different argument. We have deniers, too, but one of them, Ray Hilborn, is actually in the film and he accepts that things are pretty bad in most of the sea. It is an argument about how many places are managed properly. Ray actually teamed up with Boris Worm, his opponent, and some other scientists in the film, such as Jeff

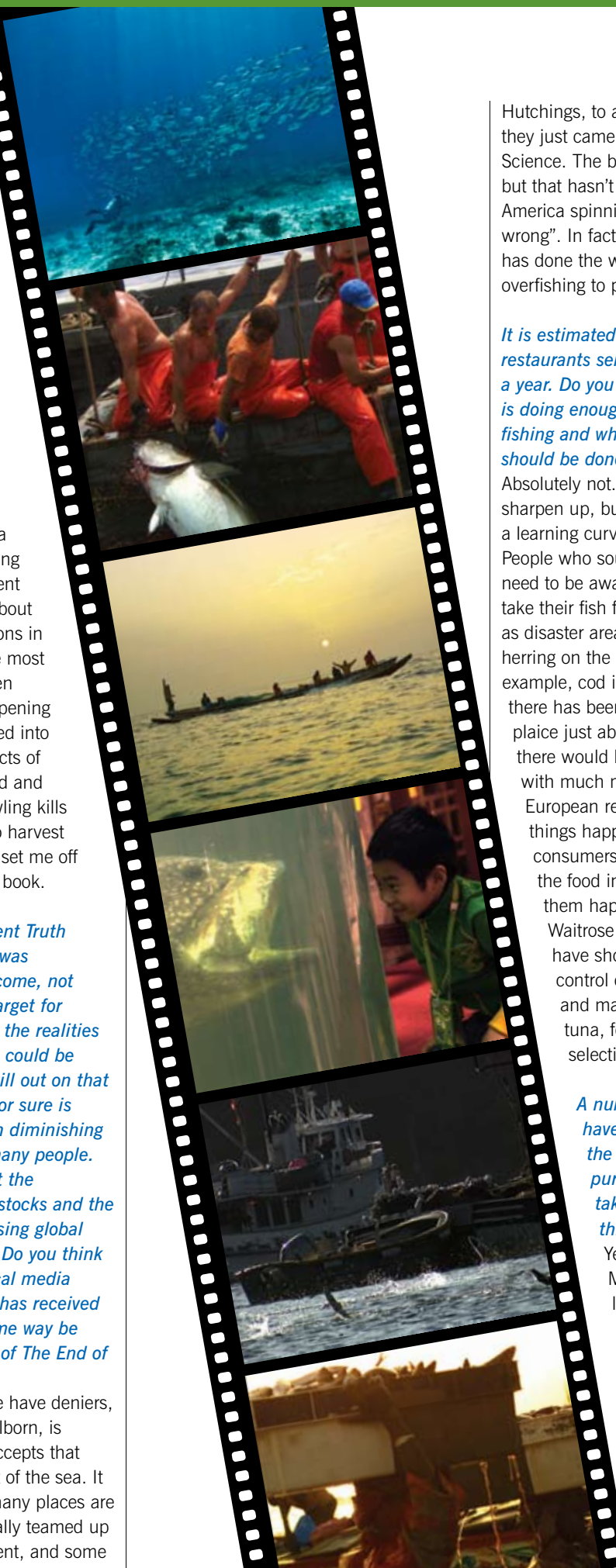
Hutchings, to ask how bad things are and they just came out with their findings in Science. The big picture is pretty sobering but that hasn't stopped the industry in America spinning it as "Boris Worm was wrong". In fact he was largely right and has done the world a favour by drawing overfishing to public attention.

It is estimated that UK commercial restaurants serve 548 million fish meals a year. Do you feel the out of home sector is doing enough to support sustainable fishing and what more do you think should be done?

Absolutely not. I think we all need to sharpen up, but we are at the bottom of a learning curve on what can be done. People who source their fish in Europe need to be aware that many fisheries they take their fish from would be regarded as disaster areas in America. Cod and herring on the west coast of Scotland, for example, cod in the North Sea, though there has been a small improvement, plaice just about everywhere. In the US there would be closed areas and fishing with much more selective gears. If European regulators won't make these things happen, then it is going to be consumers and the big players in the food industry who have to make them happen. I think retailers like Waitrose and Marks and Spencer have shown the way by taking control over how their fish is caught and making sure that haddock and tuna, for instance, is caught more selectively.

*A number of foodservice groups have taken heed of **The End of the Line** and reassessed their purchasing habits. You must take a great deal of pride in this?*

Yes, I don't think Pret a Manger is going to be the last. We have been having conversations throughout the industry. Now we are putting together a sustainable restaurant guide called fish2fork which will be out on the web soon and once we have done that we will start looking at what to do about chains and mass catering.





*You have written about environmental issues for many years. Will there be a follow-up to *The End of the Line*, as surely there is work to do in a plethora of other industries?*

Well, I think we have set ourselves a big enough task for now rating restaurants in UK and around the world and campaigning for some of the goals in the film, such as protecting the bluefin tuna. I think you may be interested in the findings. But I do have a follow-up project to *The End of the Line*, but I can't say what it is yet.

Will we ever live in a sustainable world?

I think it will always be a struggle, but these issues are much more to the fore than they were and are increasingly seen as a matter of personal responsibility. I think if we can persuade more people to exercise personal choice whether it comes to low-carbon living or buying sustainable fish then we can break the logjam of governments not doing anything because they are afraid of the public's reaction. If we can do that, I'd be more optimistic about the future.

From Footprint's point of view there seemed to be a bit of a knee-jerk reaction to the film in the industry. Your work needs to have a legacy. How do you intend to perpetuate interest and awareness?

I think you have to expect the fishing industry to react in a hostile way. But some of them have been running down a public resource for a long time and shouldn't expect to get away with it. I felt a glow of satisfaction when they described

the film as simplistic. That meant they couldn't find anything factually wrong with it. And we had managed to put it in a way that got the public's attention.

How can we educate the industry to become more sustainable?

Make them aware of the examples of good practice from around the world. Europe is extremely backward when it comes to the sea.

WHERE HAVE ALL THE FISH GONE?

THE END OF THE LINE

NARRATED BY TED DANSON

A FILM BY RUPERT MURRAY

COMING SOON TO A CINEMA AND OCEAN NEAR YOU

PROUDLY SUPPORTED BY Waitrose

ARCANE PICTURES, CALM PRODUCTIONS, DARTMOUTH FILMS PRESENT "THE END OF THE LINE" BASED ON THE BOOK BY CHARLES CLOVER
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Nicki Fisher



IS IT ENOUGH TO WORRY ABOUT TUNA IN ISOLATION?



With the recent release of the excellent docufilm 'The End of the line' by Charles Clover, tuna has become an exceedingly hot topic, and rightly so. There is no doubt that the film has been successful in raising awareness around over fishing and by-catch, and it's certainly put these difficult issues firmly on the agenda. Pret A Manger was thrust into the maelstrom of media interest around tuna – over 4 per cent of sales are driven by the popular tuna baguette and sandwich, with over 7000kg of it sold a week across the Pret estate. The media applauded the business for taking the lead by removing tuna from the shelves. Unfortunately the press wasn't accurate. It was reported that Pret had stopped selling the highly endangered almost to go extinct blue fin (blue fin has never been sold at Pret), and that Pret had taken all tuna off it's shelves in protest at the state of tuna stocks after having seen the film.

In reality yellow fin was removed from the sushi boxes as there is concern about its population density falling below acceptable levels, and the skip jack tuna which has always been used was now to be caught via a different method - pole and line. Skip jack tuna is plentiful in numbers, its a smaller, non migratory fast breeding fish therefore there are no concerns about it being over fished, but the purse seine method of catching it is very problematic. The indiscriminate nature of the vast nets mean that all sorts of other fish and sea creatures (sharks, turtles, rays) get caught too, but are discarded. The waste or by-catch as its known is huge. Pret was appalled by this, so being a fairly small business, was able to secure a supply of pole and line caught skip jack tuna. Taking tuna off the menu wasn't necessary as a sustainable solution had been found. What a success - now many retailers are following suit, and hopefully only sustainable tuna will be on sale - but are



there any possible detrimental effects to this move? Will demand start outstripping supply? Will prices of pole and line caught tuna start to spiral upwards? Will the smaller businesses be able to afford it? Will the increased demand mean that the skip jack numbers decline? Then what? These are real problems that food retailers will need to start planning for now. It's all very well focusing on one issue, but the risk here is that due to all the media hype retailers dash around trying to do the right thing in one area which is making the headlines but take their eye off the other hugely pressing issues of the day. Climate change, global warming, deforestation, loss of biodiversity, pollution, obesity, poverty, water scarcity...the list goes on. As responsible businesses we must be looking at all of these areas, reducing our impact, and helping to solve them. After all they are all linked.

Finding solutions will only come about through collaboration, innovation and

people willing to take risks with new ideas. At Pret we don't just focus on the topic of the day, we have a thorough sustainability policy which works through all of the issues and we try to be ahead of the curve, but we can't do this in isolation. We all have a responsibility to work on this together.

To conclude, the film rightly points out the devastation we are causing to our oceans, but it would be wrong to see this issue in isolation - climate change, global warming, pollution, loss of biodiversity, deforestation, poverty, obesity and over population are all equally as important and desperate for our attention - but with no one highlighting their plight with a high profile film may get over looked.

As a food business, our challenge is to ensure that all these issues are tackled in equal measure so that as a responsible business we ensure our longevity as well as everyone else's.



INTERVIEW

Interview with

Mike Berthet

Group Fish-Seafood Director, M&J Seafoods



Mike Berthet

Mike, you are somebody admired by Footprint for the enormous amounts of work you do in the cause of sustainability. Tell us what has driven you in your relentless work?

Because of our responsibility as leaders of the industry, we do take it very seriously. My overriding desire is that chefs of the future should have the pleasure of cooking with all types of food and not be denied certain types of fish because we have driven them to extinction.

Obviously the tuna issue has only recently been in the forefront of the public's consciousness. Can you give us an insight into some of the other causes of sustainable sourcing that you have driven, and how M&J has evolved into its role as a standard bearer of sustainability?

In 1988, M&J began their sustainability programme by banning 3oz and 4oz cod

fillets. It was a tough time convincing our sales managers because our competitors carried on selling it, but we stuck by our guns and eventually the issue got elevated to the point everyone else followed suit. We have regular dialogue with all the fish and seafood authorities, including Defra, MSC, MCS, Seafish, SCA, Seafood Choice Alliance and even Greenpeace and the WWF. Currently we have placed a ban on shark, bluefin tuna and orange roughy.

There is obviously an argument that has to be weighed up. Fishermen continuing with unenlightened practices have become the bandits of the sea. Tuna fishing has become politically incorrect. What needs to be done for the fishermen to 'repatriate' them into more modern fishing practices?

Governments around the world need to be more stringent and effective. Ports are not being policed properly and the law

isn't being enforced. This programme is only as strong as the governments make it and there is more they should be doing towards it.

How much time do you spend with the fishermen and understanding their problems?

Not as much as I'd like but I do get around. Yesterday I was in South Wales meeting fishermen on the quay, going out on their boats and listening to their concerns and issues, namely how to get more Welsh fish into the marketplace. Last November we took Raymond Blanc up to meet our Scottish fishermen, showed him around the markets and took him onto a boat. It's important for us to engage with senior members of the foodservice community and by involving the Scottish Government and Seafood Scotland, the visit attracted a great deal of positive media attention.

The Madrid based International Commission for the Conservation of Atlantic Tuna has had a dubious role in the plight of the tuna. Is their interest primarily to protect the fishing industries of its 45 member countries or to maintain the tuna population at sustainable levels?

I honestly don't know what their intentions are. You would have to ask them.

The EU has agreed that catches must be cut by 30 per cent by 2010 but conservationists argue that this is not enough to prevent the collapse of stocks. Although these are seen as steps in the right direction, many would argue, is it too little too late?

That might be true if they don't adhere to it! However, similar steps taken to preserve cod stocks have worked – North East stocks have stabilised in a positive way, cod biomass is on the increase and that has been acknowledged by the International Council for Exploration of the Sea.

Tell us more about how fisheries become certified and what is so special about (the boats) Charisma and Nova Spero and how they became certified?

At present there is insufficient data for them to be certified but they have been pre-assessed and are in the process of gaining certification. Both boats are in Seafish's Responsible Fishing Scheme though.

What effect did The End of the Line have on M&J as a business and you as an individual?

We got a few enquiries off the back of it. To us it just reaffirms the need for us to continue as the 'locksmiths', taking the issue into the marketplace and demonstrating alternatives to products such as bluefin tuna. We are innovators in this field and we need to continue the hard work in order to get the message across.

How is albacore tuna fishing sustainable?

It is line caught, the most selective method of fishing possible, from plentiful stocks off the South West coast of Britain that have not been fished for years. There are only the two boats in action at the moment and they can only land between 200 – 300 fish at a time.

It may be line caught, which does not have the destructive elements of trawled nets, but long lines are indiscriminate in their catch. How can you be sure they will not catch endangered species?

There are 12 lures per line and 14 lines to each boat, which are towed 20ft below the surface at a rate of 6 knots. At this speed endangered species like turtles can't keep up so a large proportion of by-catch is precluded. In fact to date there has been zero by-catch.

Is mercury an issue? I understand that albacore tuna caught with long-line fishing gear are generally older fish and since mercury in fish accumulates over time, surely these fish have higher levels of mercury in them?

Our method of line fishing targets 3-5 year-old fish, which is relatively young. Recent scientific research suggests levels of mercury in this age bracket is not a danger.

On an operational level, how many bad practices do you come across from chefs and what needs to be done to enlighten them?

Not too many actually but the fiasco surrounding Nobu is just a joke. What is the point of telling customers you have it on your menu but to think twice before ordering it? That makes no sense.

How will albacore be received by chefs given that it is lighter in colour and yields smaller loins?

The reaction has been extremely good and it's been flying out the door. We are also being asked if we can get more boats out next year to meet demand. A loin of albacore is similar to a fillet mignon or pork loin so the portion size is viewed as more than acceptable.



BOTTLED WATER

What are the real environmental and social implications?

Bottled water. Just why does it cause so much angst? How did one of the healthiest and most natural consumer products get to be the focus of so much annoyance given that here's a drink that, from a health standpoint, doesn't cause obesity; or dental decay; or poor driving and concentration (on the contrary); no-one ever got arrested for drinking too much of it and brawling in the streets on a Saturday night.

Not only is this a drink that is positively good for us; it's also a positive force for good when it comes to the environment. Natural mineral water and spring water are served to you – in their still unadulterated form – just as nature intended – with nowt added and nowt taken out.

So it doesn't take a food scientist to realise that a product which is as natural as most bottled waters must come out of the ground in a near perfect state. And they do. All that may be done to natural mineral waters is to filter out any sand or grit and, for sparkling versions, to add a little carbon dioxide. And that's it. Nothing may be done which alters their natural characteristics. So, if those who criticise stopped just for a moment longer to consider the matter, they'd realise that in fact the bottled water firms must act as stewards of the vast swathes of land from which the water is drawn. The land needs to be clean and pollution free because without clean land, they wouldn't have a business. It's that simple.

Most people don't see the places where bottled water comes from. That's because they are usually in remote rural areas such as the depths of Wales, the rolling hills of northern England or the Highlands of Scotland. The result of their very location is that these companies, small though most are, act as truly important

“Bottled water provides a unique and precious means to better health and at the same time the requirement for water sources to be pollution-free means that British bottled water is also rather good for the UK environment and for rural jobs,” explains Jo Jacobius

businesses offering employment to help keep alive remote communities.

Of course, cutting down on food miles is a key consideration and therefore buying waters that are as local as possible is the preferred aim for many people who want to drink the best but at the same time help the environment. Business customers are recognising the need to stock waters that not only reflect their customers' needs but also enhance their own environmental impacts.

“Environmental credentials used to be low on the purchasing agenda when considering which brands to stock. Now, they are at - or pretty near - the top of the agenda,” according to David Relph, General Manager, Sales & Marketing for the Welsh water firm, Ty Nant Spring Water Ltd, whose company is justly proud of its eco-credentials.

Also in Wales, Llanllyr Source, fights the good fight when it comes to eco-credentials. Managing Director Patrick Gee says: “We take our responsibilities to the environment and the community very seriously. Llanllyr Source comes from farmland that has been well-treated over the generations and whose excellence has been recognised by the Soil Association which has given the land organic certification. Our sources are entirely sustainable. We have Organic Farmers and Growers accreditation for both our line and processes and have established programmes to maximise the use of recycled materials including now over 25 per cent of the glass we use. In addition we are UN Global Compact signatories. We are also members of British Bottled Water Producers which encourages best practice amongst smaller British companies”. Llanllyr Source packages much of its product in glass and is also one of the few firms to introduce water in a can, which can also be easily recycled.

Ty Nant is a British company which has solidly and relentlessly treated sustainability as a priority. The West Wales firm, which owns three distinct brands – Ty Nant, Tau and its latest launch, Seren – has put environmental matters to the fore throughout its 20 year history. With astonishing prescience, the management team instinctively recognised the fact that for a natural water company, treating nature with respect will pay dividends.

Ty Nant recently achieved Soil Association status certifying the land from which the water is drawn as organic. It is clear that having environmental credentials as the backbone to the company's ethos, not just as a marketing 'add-on', makes the work credible and fundamental.

David Relph voices what many in the industry feel, when it comes to defending the sector. He says: “Criticisms of the bottled water industry are all too often grossly unjust, as anyone who is familiar with the industry will know. Few other industries are as green and clean as ours whilst offering a product that is arguably one of the healthiest around. So, to say we offer something both for the planet and its people is rather an understatement.”

Eco-friendly though they are, the authentic well-established firms are as careful to be honest as they are to manage their land and other resources correctly. There is scepticism amongst many companies about the claims of carbon neutrality made by a few.

Relph is honest and straightforward about his firm's position: “At Ty Nant we don't think that buying carbon credits is good enough. We believe that both trade customers and, in turn, their guests demand products that come from producers that genuinely care about their impact and are environmentally-sound.

The principles that Ty Nant has followed for twenty years have now come into

their own. It is nonsense for any bottled water company – indeed for any packaged food or drinks firms – to claim carbon neutrality. The best any of us can do is to constantly strive for environmental improvements, remembering that you don't have to be bad to get better!” These companies are fiercely proud of their environmental efforts in the round. Attention is paid to reducing energy consumption, packaging, labelling and attending to improved logistics to cut down the carbon footprint. Yet another Welsh water company, Brecon Mineral Water, which bottles the brand Brecon Carreg, is also helping reduce environmental impacts by massive reductions in packaging (both bottles and film for multi-packs) as well as energy use and attention to logistics so cutting down on the number of delivery drops and distance travelled.

Liz Sherry, General Manager of Brecon Carreg, sums it up. She says: “In a nutshell, buying British Bottled Water makes sense because it is good for the environment, good for the countryside, good for health and good for rural, local jobs. Not many people can say that about their products.”

Caring for this set of unique natural products is, it seems, good not just for the environment and the health of individuals but also for business and local communities. British politicians and others influential groups and individuals should perhaps be looking to support and even applaud these innovative indigenous businesses rather than treating them as pariahs.

Jo Jacobius is Director of British Bottled Water Producers.

www.britishbottledwater.org

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Interview with

Cyrus Todiwala

Cyrus, I find your knowledge and passion inspiring. Where does your drive on sustainable issues come from?

Flattery will get you nowhere! However, I have to say that my concern with sustainability and sustainable issues stems from a passion acquired during childhood in India, growing up in an environment that never had enough of what we in the West simply take for granted. Just seeing the colossal amount of waste and total disregard for the environment as well as the sheer ignorance of the citizenry is enough to give you drive and passion to pursue smaller initiatives in your own way. Eventually through your own efforts you might convert a few who in turn might convert another few and so on. This starts with my family - all of whom hate me no end with my tireless needling to conserve and to waste less.

You have mentioned in the past that in India, people would pay you to take your waste away. Tell us more about how India could set an example to us?

Not only in the past, even now you would get paid for your waste in India. Newspapers, empty bottles, used clothes and cloths, pots and pans, used wood, scrap iron/steel, wood, aluminium, cardboard and cartons are all paid for by the waste collectors. People are very careful about how they store their valuable rubbish - scrap buyers come to your doorstep asking for rubbish to buy or exchange for new goods. I firmly believe that had India been a thousand miles closer to the UK I would become a millionaire just selling scrap from the UK. It is a stupid system we have here and I don't know why there is no incentive for people to dispose of their useful rubbish effectively. Restaurants and hotels

and other foodservice outlets pay hefty amounts to have their rubbish cleared and those that are environmentally conscious end up paying much, much more thereby annihilating any incentive an individual might have to be caring towards our environment. The collectors, however, make massive profits since they sell on your rubbish by the tonnage and charge you for collecting it as well.

Companies contracted by councils and others involved in waste collection should be made competitive! They should be made to collect free if not actually buy the rubbish. That way everyone will make sure that they put their rubbish out as carefully as they can and not mix and pile randomly. We have far too many regulations that put far too many limitations on the collector, the disposer - all the way down the food and waste chain. This makes effective removal a chore and costs heavy.

You recently gave your views on waste, which is not exclusively about rubbish, but which you say could also encompass this cup of coffee or glass of water [interviewer pointing at his cup of coffee and glass of water]. Can you explain what you mean?

Sadly, most of us look at waste in a naive way narrowing it down to actual, physical, visible waste. Waste is everywhere for us to see - and control. A simple napkin picked up at a fast food outlet creates waste. I always see people take huge wads of them and then dump them in the bin. Sachets of ketchup are taken in excess of requirements and then dumped. It is sheer IGNORANCE!!

As for the colossal waste of kitchen towels in our kitchens - don't even go there! We have an obsession for pulling pull out



INTERVIEW

metres of the stuff to simply wipe a small drop of water or dry our hands. Leaving a tap on or not fixing a dripping one is to me CRIMINAL WASTAGE. Water to me is the scarcest and the most valuable of all our natural resources. We must be not only passionate about saving, conserving and being totally aware of it, we must realise that it is also diminishing in scary proportions. I have suffered as a consequence of failed monsoons, growing up as I have in semi-arid regions. We used to become desperate for the police water tanker to arrive with our fresh supplies. Yes - police tankers as that was the only way to control desperate people making a mad rush and fighting for extra water. Just think about the several thousand glasses of water left half full in restaurants. IMAGINE how much water that amounts to? How many of us fill the kettle with just the amount we require? All the documentaries I see on TV about soaring gas prices and the elderly show gas burners in all their glory; kettles being filled to their maximum capacity; taps left running whilst the cameraman gets a perfect shot – all these are hideous crimes being committed by reporters who are effectively nullifying the very issue they are trying to publicise. And it doesn't stop with water: gas burners left on, cookers glowing, ovens left on indefinitely are a mad waste of resources as are lights burning when not needed.

You also feel strongly about electricity and gas?

In Britain alone we are discussing all the time about the shortage of electricity and gas. In my eighteen years here I have seen it being discussed hundreds of thousands of times. BUT what do we do? Nothing! All we discuss is pricing. But if everyone just became more aware of the waste, the emissions, the money they are wasting things will change for sure. If you go to install a new bathroom for instance the top end stuff is always highly recommended and that ensemble is always the most wasteful in every respect, water, electricity and gas for your boiler - plus it is the most expensive to install. GREAT! Oh, I can go on and on and on and not tire of this.

You are instrumental in the London Waste Committee – tell us more about this set up?

I am a member of the London Food Board and am trying to set up for the very first

time a Sub-Committee for Waste which will hopefully bring together collective thought from research and experience on how best London can minimise its commercial waste and effluents. The idea is to pool resources and brain cells and to advise on a steadfast strategy, which will, help London handle the colossal waste and emission problems beyond 2012. The whole idea is to see how best we can lead London into converting its bio-degradable waste into compost or bio fuel and how this can be achieved by anaerobic means. We also need to be giving members of our industry wider ideas on how best they can achieve, or come closer to achieving, a zero waste environment. We aim to help the Government set targets; identify the complete chain or circle from start to finish; encourage suppliers and waste creators (our suppliers) to help our industry become the leading light in waste minimisation. The task is immense I know and I am aware that some of the committee members will get bored and leave but we have to keep plodding on. I hope I might get hold of some funding to see this through. At the moment there is no funding and it is extremely difficult for me to fund it all, especially since we have very meagre funds ourselves and to keep hosting the meetings, plus all the related charges, as well as ask our friend Gina to keep giving up her time pro-bono to the Secretariat work is very likely to take its toll eventually. This, plagued by constraints on my own time, is a huge task really. However, I stepped forward and I hope that we can achieve a great deal before I can't afford it any more.

How much support do you need?

PLENTY! From industry bodies, our trade press and from national Government and local councils as well! Without support and commitment from everyone we will have hit our heads against a brick wall. I need trade bodies to use their muscle to influence the change we all need. Our industry is always made to look rather bad and we need to be the shining light in all these issues, particularly since we are major creators of waste in every form. Schools and colleges need to lend support by influencing their students from day one on conservation, waste minimisation and eco-friendly methodology

Obviously, the general consensus is that foodservice is receiving very little help

from the Government. You have far more experience in this. How much support have you had from Government at national and regional level?

Governments have their own agendas on how much or how little they wish to support. Let's not forget that all of this costs money and allocation of funds is the key. However when times are tough and money is needed elsewhere one will find that support wanes and waxes like the moon. There are several streams of Government funding going into several projects, the problem sometimes is no one knows the various initiatives and often the organisations involved within those initiatives themselves don't know and end up duplicating work.

This leads to waste of time, effort and energy and above all money. I do not personally go and approach the Government for help and support - I would not know the first thing I would need to do! However if Government approached someone like me and asked what it would take to set something up that Britain can be proud of, YES! I know enough extremely clever and dedicated people who would bring a breath of very fresh air to this approach and help in setting up something that could last a long time.

You are very vocal on these subjects. Do you find it frustrating that not as many are as active as they should be?

Now you are hitting me below the belt here! You know where I stand and where we all should stand. Sadly lack of realisation, education, commitment, finance and enthusiasm are all issues that confront us. Affordability is another issue in many cases and quite simply the fact that the Government itself doesn't recognise these issues as a primary concern for the nation is sometimes the reason for our lack of understanding as to where this may lead in the future.

Finally, can you give me a prediction of where foodservice should be in terms of waste in five years?

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.

FARMING REPORT

Sodexo, a leading food and facilities management company and a large scale purchaser, has continued to develop its relationships with growers across the UK to help drive the availability of British produce. Tamsin Gane, Sodexo's Sustainable Procurement Manager reports.

Sodexo's sustainable procurement strategy takes into account that not every product can be grown locally. When talking of local sourcing it is more complex than you would hope. What does local actually mean, does it mean within a 10 mile or 50 mile radius or does it mean anywhere in the UK?

It is also important to note that it is not always better for the environment to source locally. This is the case when you look at exotic products for example. If we were to attempt to grow pineapples in Britain, we would require huge amounts of artificial heating and lighting and use a protective structure like a green house. It is therefore better for the environment to source from naturally warmer climates and use efficient transportation systems to deliver to the UK. Sodexo works with suppliers who ensure fair wages and working conditions and often help to support communities with projects such as building schools and clinic facilities. This same principle would apply to a large range of more common or less exotic items like tomatoes, cucumbers and peppers.

As a large-scale purchaser Sodexo understands its importance to UK farming and has adopted a regional approach, which focuses on sustainability, seasonality and provenance. Following the company becoming part of the Red Tractor farm assurance scheme it now has over 80 products featuring the Red Tractor logo as they come into season.

So far 2009 has to date been a great year for many crops particularly so for plums and potatoes. The mixture of good weather and rain has meant that the crops have so far been excellent and generally stock levels have been unaffected by any adverse weather conditions.

Sourced within our shores

With 93 per cent of potatoes and at least 80 per cent of our carrots, leeks, parsnips, cabbages and cauliflowers all sourced from the UK, the weather has a major impact on supply and at the moment the weather has been on our side. Because of the warm spring and the wet summer, we are looking at perfect conditions for a bumper crop of English bramley apples.

Despite the UK weather being somewhat changeable, one of Sodexo's suppliers is





ideally placed with the warmest climate in the UK and sheltered by the Isle of Wight. The natural phenomenon of its location and varying farmland enables Barfoots of Botley to extend the season of produce such as its courgettes, asparagus and rhubarb by as much as a couple of months a year.

Summer is the time for salad, and Sodexo's supplier of whole head salad, JEPCO, is one of the company's Red Tractor suppliers and is also LEAF (Linking environment and farming) accredited, which means they are committed to working to enhance the natural environment and minimise their impact on it using activities such as crop rotation, reintroducing and cultivating reed beds and encouraging wildlife proliferation through setting aside woodland.

Situated in the heart of the Lincolnshire fens – an area renowned for its silt-rich soil - Bryan Blair presides over 400 hectares of salad leaves on land that the Piccaver family has farmed for generations. Fertile earth and dedication to natural, fresh produce has resulted in lettuce with wonderful texture and shades of colour. Varieties grown range from sumptuous scarlet Oak Leaf to the dazzling lime green

incised frills of Lollo Biondi. Harvesting teams delicately pick each lettuce by hand ready for its journey from field to plate. Specifically trained to check the size, weight, appearance and maturity of the crop, the harvesters ensure each lettuce receives the utmost care.

Once picked, the plants are packed and chilled to below 5°C before loading onto a refrigerated lorry for delivery. The whole process from cutting to supplying Pauleys takes less than 24 hours.

Passionate about farming and pro-active towards protecting the environment, 11 hectares of the farm have been dedicated to conservation and are home to a variety of reed birds and wild plants. An equivalent of eight and a half miles of hedgerow has been planted to encourage and enrich natural wildlife, enhance the complex ecosystem and preserve the local area. Public access to viewing hides allows the local community to enjoy the wildlife the wet habitat attracts, and the farm is committed to a ten year scheme to preserve and cultivate the area.

Methodology and procedures are as environmentally friendly as possible and Bryan and his team are always thinking of

ways to improve. "That's one of the best things about my job, the huge amount of variation. We are always learning and looking for new technologies to help us understand and deliver improvements for our customers."

The farm begins to plant in late February through to early September, harvesting the crops from May until the end of October. Bryan explains that experience and monitoring weather, temperature and light levels determines the optimum time in which to plant in order to deliver faultless leaf quality. The UK, in particular, offers a suitable climate for growing lettuce as the majority of leaves grow well in even temperatures.

Together with all of our suppliers and our chefs, at Sodexo we are working towards giving customers more choice and a better understanding of the issues around sustainable sourcing to help them make the choice that ensures they get the best quality and the best in season produce. At Sodexo we are working on a 'back to basics' approach where traditional dishes and seasonal produce feature in menus throughout the year.

PARALLEL LINES

Could there be a relationship between Obesity and Food Waste?

asks Nick Fenwick-Clennell

I hope I'm not overstepping my mandate here, but I cannot help but feel that the strong correlation between obesity and food waste just has to be faced.

According to the World Health Organisation, 400 million adults worldwide are obese; a figure it forecasts that is set to double in 10 years. It is a fairly staggering statistic when compared to another estimate that 17 people a minute die of hunger! Too much and too little – there has to be a distribution issue somewhere, but that's another story. There are many theories as to the origins of this obesity epidemic, if that is what it is. There is the school of thought that looks at regional clusters and identifies that the high fat diet maintained in these areas is cultural and derives from times when the main employment was industrial and very physical. The theory

is that a high-fat, high-carb diet has been passed down the generations. That was fine yesteryear when the exertions of employment burned off the calories, but today typical employment in these areas, if any, no longer has the same levels of physicality.

Another theoretical cause, that of 'Value Meals', probably had its beginnings in America. Research by the American Restaurant Association in 1993 revealed that 70 per cent of restaurants surveyed indicated that their customers wanted more food for their money. With increasing numbers of people eating out of home, the Value Meal became the key promotional technique for both gaining market share and extracting a few more shillings from the punters' pockets.

Burger chain McDonald's was very keen on this and exported the technique to the UK and elsewhere as the 'Extra

Value Meal', spawning a raft of 'me too' promotions from high street competitors, along the lines of 'As much as you can eat for a fiver' from many a mass market eatery. That well-worn phrase 'your eyes are bigger than your tummy' becomes increasingly inappropriate with the consumption of every sugar filled Value Meal!

A manifestation of this larger portion fad was the introduction of larger plates, glasses, mugs etc. all filled to capacity. Ironically, when the economy subsequently dictated that food operators cut portion sizes to reduce costs, the size of plates were reduced so that the customer perception was maintained of a plate piled high. The die was cast.

To both of these examples, there is added the post-War British attitude, innate to many of the population, that we should eat everything on our plates and that not to do so is not only bad manners, but offends the sensibilities of someone less fortunate, in another far distant part of the world, who, we were told, would gladly dine on our leftovers for a week.

A similar type of 'value' promotion can today be seen in supermarkets up and down the land in the guise of the BOGOF. Buy-one-get-one-free has long been a way of selling off excess stock, and recently we have seen a glut of these offers for pre-packed fruit and vegetables.

This appears to have coincided with the Government jumping onto the healthy eating bandwagon that has seen foodservice offer 'healthy options' for some years now. Their counter offensive to the obesity problem has included the concept of individuals consuming five portions of fruit or vegetables a day; another well thought through idea that if taken up by

the population as a whole would require more fertile acres than are available in the UK! Whoops, no room for bio fuel crop. And where are we going to put all those wind farms?

For a shopper confronted with a BOGOF on apples, say, the offer of an extra bag free plays on the 'must have' mental conditioning triggered by the perception of Extra Value, and also the 'it's fruit so it's healthy and therefore I should have it' feeling that justifies the unnecessary purchase. However, a week to 10 days later, it becomes apparent that two bags of eight apples is far more than will be eaten in the time allotted, that the increasingly woolly apples end up in the bin and, thereafter, in landfill.

Be it burgers or broccoli, pizza or potatoes, more food than we need means expansion in either waist line or landfill; generally both.

As an aside, we are told that a farmer producing for a supermarket forecasts that 30 per cent of his crop will be rejected for one reason or another. We are also told that 30 per cent of what we buy ends up in landfill. Assuming these two statistics are correct, this suggests that considerably less than half the food produced is actually eaten. It is rather poor state of affairs when you think of the estimated 80-odd people who have died of starvation whilst you have been reading this article.





Thomas Jelley,
Corporate Citizenship Manager,
Sodexo

CORPORATE CITIZENSHIP

To us corporate citizenship is about being a good business and ensuring responsible business practice, this does not change.

Corporate citizenship is our contribution to sustainable development which seeks to integrate economic, social and environmental factors into our every day business. It is not an aside but a way of doing things that is increasingly embedded in our business culture.

It is really important to remember that the breadth of issues which affect our clients, customers, local communities and the environment also impact our business and we are often in a privileged position to address them at all stages of the economic cycle.

When we look at diversity and inclusion we don't view it as simply a one-off HR initiative, but more a long term journey that touches all areas of our business, including the products we purchase, the suppliers we work with, the teams we employ and develop, and the clients we serve. We are a people business and we rely on their diversity to serve a hugely diverse client and customer.

Our approach to environmental management is based on monitoring and measuring our impacts. We continue to make improvements in this area and since 2007 through our close relationship with our main logistics partner in the UK we have cut over 100,000 food deliveries to Sodexo sites out of our supply chain. We continue to drive sustainable procurement initiatives such as adding 80 Red Tractor products to our product lists and in early 2009 we were the first contact caterer to obtain Marine

Stewardship Council certificate across multiple education contracts. Fundraising continues to grow from strength to strength within our organisation. Because our charity, the Sodexo Foundation, is aligned with our heritage our employees continue to rally around it and our contribution to the global Sodexo STOP Hunger campaign. So far this year our charity champions have raised more in nine months than the whole of last year.



In short, the state of the economy does not have an impact on our commitment to corporate citizenship as it is embedded in the day to day business of Sodexo.

Relationships make a difference

Arena is the hospitality industry's premier networking association.

Our prominent events are held in high regard for the unique networking environment they provide that enables existing relationships to be strengthened and new ones to be forged. Carefully selected keynote speakers add an insightful, relevant and often educational angle to each individual event.

Tickets are now available for our next high-profile event with an exceptional speaker to inspire and provoke discussion.

THE ARENA CHRISTMAS LUNCH

with **Simon Vincent**
Area president Europe,
Hilton Hotels Corporation

7 December 2009
Mandarin Oriental Hotel, London



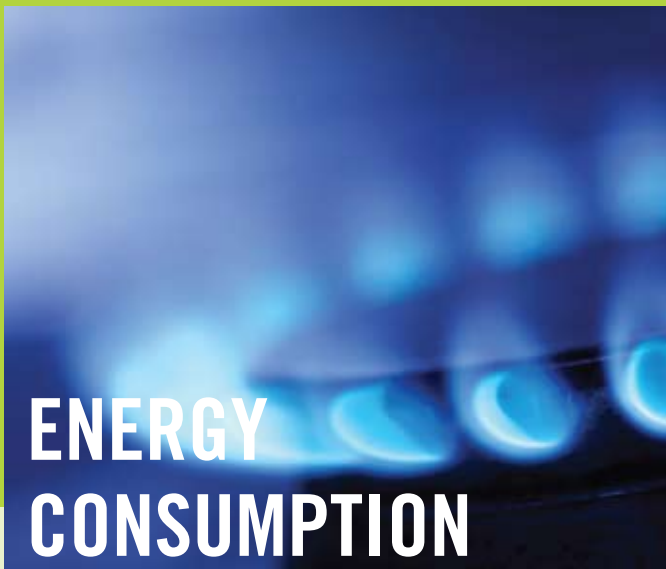
Simon Vincent, area president Europe, Hilton Hotels Corporation - the man responsible for the management, sales and operations of more than 174 Hilton hotels with 19,000 employees across 33 countries in Europe - will provide the exciting finale to the 2009 calendar of Arena events.



Further information and tickets are available online at www.arena.org.uk or from Lorraine Wood on 020 3087 2378 or lorraine@arena.org.uk

Arena events are open to both members and non members.

Brakes, one of the UK's leading foodservice suppliers, is using a wide variety of solutions to minimise the impact of the business on the environment through increased efficiency and green business practices.



ENERGY CONSUMPTION

In 2008 Brakes reduced energy consumption through a combination of operational changes, internal awareness campaigns around energy efficiency and training employee's to 'think green'. Brakes has managed to reduce the usage of electricity and gas even though the business has grown significantly over the same period. Temperature controlled environment provides a safe place for products to be stored, and since January 2008 Brakes has reduced electricity usage within these from 75,000MWh to 73,200MWh, with a consequent reduction of 967 tonnes of CO₂. Despite using significantly less gas than electricity, Brakes has still managed to reduce usage by over 30 per cent since January 2007.



TRANSPORTATION

Delivering to customers is another key area Brakes has moved to make key reductions in. Often bulk delivery vehicles only carry products to a drop off point, leading to distribution inefficiencies as the vehicle could be driving empty for 50 per cent of the time. Brakes endeavours to use vehicles to full capacity wherever possible, known as back haulage. Brakes ability to back haul product has avoided over 900,000 food miles in 2008, saving 430,000 litres of diesel equating to 1,131 tonnes of CO₂.

Since 2008, vehicles delivering to London require a minimum of Euro III engines in line with the low emission policy, with a target of Euro IV by 2012. All Brakes vehicles already have Euro IV and many have Euro V engines, meaning Brakes is running ahead of initial targets.

Through close work with a major customer in Ireland, Brakes has consolidated the number of deliveries it received by reducing frequency. This has allowed Brakes to reduce food miles by 73 per cent from 1.9m to 0.52m, a reduction in CO₂ emissions of 1,800 tonnes.

For further information, please contact Brakes Customer Service on 0845 606 9090.

Alternatively, visit the website at www.brake.co.uk.



PACKAGING, WASTE & RECYCLING

Use of packaging and the recycling of waste products has also been a key area for reducing waste within the business. Recycling has been significantly improved since 2007, with an increase from 10 per cent to 40 per cent with further reductions still filtering through. 180 tonnes of packaging material was saved in 2008 (109 tonnes of cardboard, and 71 tonnes of plastics) through working with suppliers producing more environmentally friendly packaging. Pauleys fresh produce box replaced the Eco Tray in October 2008, the box is 'topless' and delivers the products in prime condition to customers, while using 20-25 per cent less packaging. The carbon footprint has also been reduced as the original Eco Tray was made in Spain, and the new box is also made from 100 per cent recycled cardboard and fully biodegradable materials.

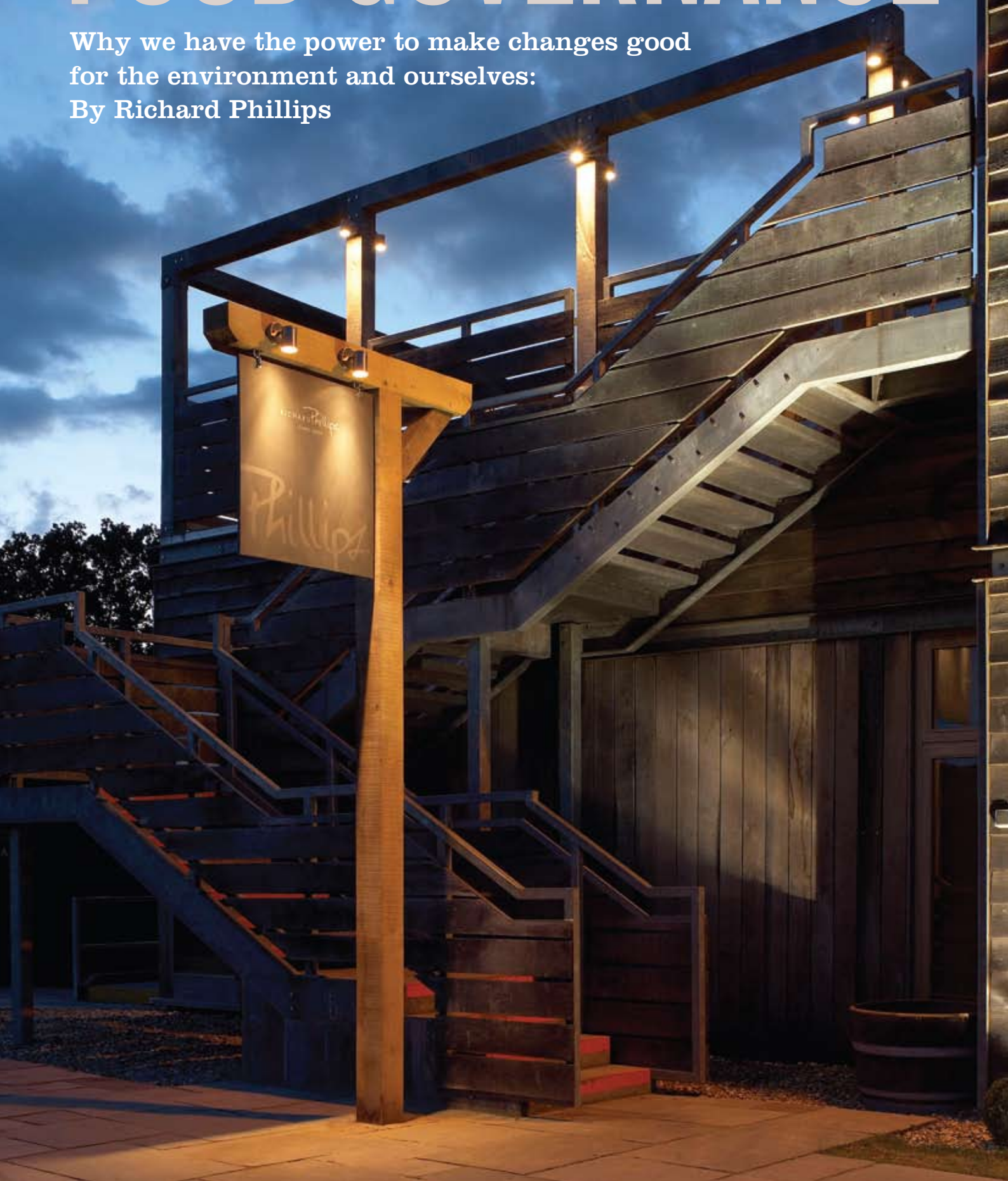


ETHICAL PRACTICES

As well as promoting green thinking through Brakes consumption of energy, each business within the Group continues to evaluate business practices, to meet the need for sustainable and ethical business on every level. M&J Seafood, Brakes Group fresh fish specialist is renowned for championing the sustainable fish and seafood debate and offers more MSC certified products than any other supplier the UK foodservice market. Building on this standing and for the second season, M&J Seafood has an agreement with two Cornish boats – the Charisma and Nova Spero, to take the majority of their catch of British albacore tuna exclusively for the UK foodservice market. Offering a responsible alternative to bluefin tuna, sourcing albacore reduces the impact fishing has on other tuna species, as well as reducing food miles and continuing the good work of the local skippers.

FOOD GOVERNANCE

Why we have the power to make changes good for the environment and ourselves:
By Richard Phillips





Issues facing restaurants are becoming more defined as a greater understanding develops with customers and suppliers. For me, it is clear that as more people understand about issues that relate to the environment in general they are beginning to look closer to home as to what they can do to help. Many councils offer recycling schemes which have started to focus attention on waste and exactly what we do with it. By adopting habits of segregating refuse into recyclable and organic waste people are becoming more aware of what goes into landfill, or is incinerated, or even what can be reused in some form or another. By starting at the root of the issue the message about sustainability, provenance and seasonality is being more readily absorbed and passed on through society and business in general. I have adopted measures to use and promote local produce for many years in my restaurants and recently I have noticed a huge uptake of awareness both at a business level and with customers, especially in the last two years. There is an influencing factor though which I think has made people reflect on food miles, local produce and seasonality and it is the recession. Recent surveys have shown an increase in people beginning to grow their own fruit and vegetables, this in itself is a good thing as it will broaden knowledge of not only of when produce is available but also the effort required to grow it. The environment is going to be a contentious issue for decades and it's true

that we may spend as much time deciding what to do only to be too late to actually react. One thing that is certain though is that when countries expand and wealth is created, whether that is new wealth or in established countries – growth increases pressure on the environment. Which takes me back to the recession, although it is not in any sense something we wish to sustain, there are arguments which may make environmentalists look at curbing rapid recovery. For instance, a recently published report has linked a reduction in car miles with the high price of fuel. This in turn has had a linked but unqualified reduction on car crashes. By looking at how we consume we can have a positive impact in other areas. People have a tendency to preserve and reduce consumption during times of crisis.

Ironically the health of the nation improved during the Second World War, this was down to scarcity of the luxurious good which are generally higher in saturated fats and processed sugars. Much of the population was forced to use every bit of garden or space to grow their own produce to make up for the rationing of food. Other factors such as a lack of personal transport, apart from bicycles and walking, lead to more cardiovascular exercise; this coupled with home grown produce rich in vitamin and flavour saw a decrease in heart disease.

I am not putting forward an argument for a return to austerity as I feel that would be excessive to say the least, but there are clearly signs we should be taking note of. If we do not learn by history then we are apt to keep repeating the same mistakes *ad infinitum*. We cannot live in a world of excess without having to pay the piper at some point. The key word here is excess. I am not talking about enjoying Pâté de Foie Gras or a fine bottle of French wine, or eating a Valrhona chocolate pavé, but being aware that there are equally tasty alternatives or that all of your meal does not have to be transported hundreds of miles to you plate. There are some items such as Pâté de Foie Gras which simply cannot be produced to the same high standard locally and therefore will be imported but it is equally important to realise that much of what we serve and eat can now be produced to the highest standards within our own shores.

The importance of raising those standards in farming have played a crucial factor in ensuring that restaurants can serve

excellent, wholesome and flavoursome meat, fish and produce which have only travelled a few miles, and in the case of livestock has been fed the correctly balanced nutritional diet and saved from the stress of live transportation or inhumane slaughter. Awareness in eating balanced diets will also push the trend toward healthier home grown and seasonal products. Obesity, especially among more sedentary children is leading to an alarming rise in early onset type 1 diabetes. Up to half of obese young people could fall prey to the disease by their 30's. Not only will this put a huge strain on the NHS but it will render a large proportion of this generation disabled when they should be enjoying life.

Education in understanding food will provide a foundation to help combat many issues at a ground level. So much of the discussion with food, sustainability, provenance and the environment is political, and politics is not the comfort zone of chef's. Yet it is amazing how much impact chef's can have to generate awareness on these issues. There is an entire generation of adults who have not as much understanding on food because governments have decided to scrap cookery classes. Some of these decisions were based on trying to empower women, because domestic science as it was known was seen as female territory, while boys headed off to metal workshop. Stereotyped views I know, but there is a little truth behind them and the fact is that many people struggle with simple basic cooking, beyond throwing a heavily processed meal packed with sugars and salts, which young bodies cannot burn, into a microwave or opting for the easy alternative of feeding them junk from fast food outlets.

Somehow we have persuaded ourselves that preparing food is a chore and not a joy, this is a wholly wrong assumption. Food is fun, understanding it, knowing where it comes from, growing it, and eating it. What greater education could there be for children than for schools to adopt activities such as growing their own produce for school dinners. As children take ownership of the produce they grow they will also be more likely to eat it and embrace a pattern of behaviour which they can adopt and pass on. Maybe the tide is turning with a new wave of environmentally aware consumers.

I hope so.

Sustainable Fo

London's food and drink industry is one of the greediest carbon consumers. It is responsible for around 11 per cent of all the CO₂ emissions produced by the entire commercial sector.

In the United Kingdom, about one third of the food and drink we consume is purchased from restaurants, pubs, takeaways and other catering services. London alone is home to over 12,000 restaurants which is more than half of the United Kingdom's total. With some of the best restaurants in the world as well as a culturally diverse selection, the industry is an integral part of the economy. London's restaurant sector alone generates sales of up to £4.7 billion.

Each year:

- Londoners eat 2.4 million tonnes of food.
- Produce around 760,000 tonnes of carbon dioxide equivalent per annum.
- Londoners create 883 thousand tonnes of organic waste – a third of the food we buy we throw away!
- More than half of the vegetables and nearly all of the fruit eaten is imported.

Making the food industry more sustainable brings many advantages. It contributes to thriving economies and local livelihoods and protects diversity of plants and animals. It can reduce damage to natural resources and to the problem of climate change. And it can produce social benefits by making available good quality food that is healthy and safe.

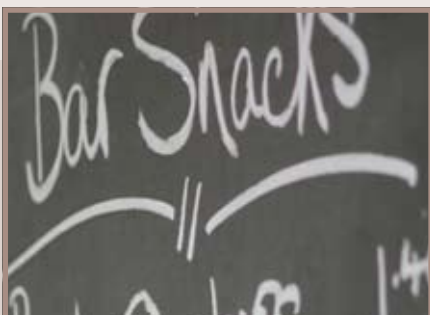
But serving up sustainable food is not limited to the plate. Business must take steps to be sustainable in all aspects. Changing UK population and social trends are fuelling demand for convenient, healthy and ethnically diverse foods. This highly competitive sector holds a large number of small and medium sized enterprises (SMEs). These businesses must continuously innovate to stay in the market.

Aside from the positive environmental effects of reducing waste and consumption, there are several business advantages that can come about by incorporating environmentally sustainable practices into a business. In these trying financial times many businesses are seeking to improve their competitive advantage. One way of achieving this is for restaurants and the catering industry to build on the consumers' growing interest in sustainable food and, in the process, enjoy more customer loyalty. And businesses are starting to see the potential cost savings that can come about through saving energy, water and waste. Additionally, by seeking local suppliers restaurants and caterers can also strengthen local economies as well as 'green up' operations. Of course restaurateurs are busy and those who are interested in undertaking more

sustainable practices often do not have time or the support to give it any serious consideration.

London Sustainability Exchange (LSx) is a charity with over eight years experience in helping Londoners to follow a more sustainable path by connecting and motivating people. It had great success with its Greener Food project which supported over 300 food and drink businesses in becoming greener. Collectively, the businesses saved over 350 tonnes of CO₂, material usage was reduced by 100 tonnes per year and over 300 people were trained in green skills. Caroline Bennett, Managing Director of Moshi Moshi, a Japanese restaurant based in Liverpool Street station and one of the Greener Food businesses, recognises that "being green is more than a growing trend, it is part of what business is expected to do".

As her restaurant serves a wide range of fish her customers were increasingly concerned about the sustainability of fish stocks, an issue of ever-increasing prominence in the public eye. Working with Greener Food she was able to implement a range of measures to make her business more sustainable. An energy auditor visited and noted that the restaurant's ventilation equipment was not being used as efficiently as possible and



Food and Ecovate

recommended improvements that would reduce energy usage, as well as extending the life of the equipment. Perhaps even more importantly she was able to change their purchasing practices to ensure they purchased more fish from sustainable stocks, and eventually to gain Marine Stewardship Council (MSC) certification ensuring customers can enjoy sushi safe in the knowledge that the fish they are eating has come from a sustainable source. This approach has been successful from a business point of view, with the 'Clear Conscience' sushi set becoming one of the restaurant's best sellers and publicity including an article in the *Weekend Telegraph* magazine.

Cyrus Todiwala, Executive Chef and Patron of Café Spice Namaste and Greener Food leader says that he has "seen in practice how going green can increase a restaurant's profits and popularity". You can't get better endorsement than that. The Greener Food project also pointed the way to more innovative, effective and efficient ways to support businesses such as the use of 'hubs'.

Samantha Heath, LSx CEO says; "We found that businesses really prefer business support from other businesses; that is why we think our hub work is most effective."

A 'hub' is a cluster of local businesses that can use its collective purchasing power to negotiate discounts, price breaks, and favourable contracts with suppliers of goods and services. The existence of a procurement hub can result in a more secure and stable supply chain, helping businesses build stronger relationships with suppliers.

LSx's Greener Food project has helped to create a number of hubs. In Richmond, a group of local businesses, came together and formed a procurement hub to arrange food waste recycling collections in the area. Having a number of businesses interested enabled economies of scale to be found that would not be possible with a single business. While it would not have been viable for a food waste recycling company to collect from a single interested business, by grouping together the businesses made it possible, and were able to get a better price as well. The hub set up in the Herne Hill area of South London focused on recycling of cardboard and glass. Working together, the hub members were again able to get better quotes for recycling collection.

Meanwhile, a different approach to the hub concept was employed in the Victoria Park area of Hackney in East London where an equipment library was set up to enable members to share materials and energy saving devices such as smart meters, which enable users to see exactly how much electricity they are using at any time.

Finally, a hub based around interests rather than geography was set up to share the latest information on sustainable packaging amongst members.

There is still a lot of work to do but progress is being made. LSx's new project Ecovate will build on the work of Greener Food by supporting businesses to incorporate environmental innovation improvements, resulting in both positive environmental and financial impacts.

NOTES:

If you want to get involved, EcoVate is one of LSx's newest projects, part funded by the European Union and managed by Middlesex University, that aims to raise levels of awareness amongst SMEs of the environmental impacts of their activities, identify individual organisation opportunities for positive change and support businesses to incorporate environmental innovation improvements, resulting in both positive environmental and financial impacts.

The project will support businesses to:

- *Carry out an environmental audit of company premises and activities.*
- *Produce an action plan for environmental improvement.*
- *Carry out a waste, resource and energy audit.*
- *Implement actions to reduce costs by reducing waste, resources and energy.*
- *Implement an Environmental Management System.*
- *Change products and processes.*

To find out more contact Alasdair Tatam (a.tatam@lsx.org.uk) or visit website at www.lsx.org.uk



Harvest Government Windfalls

Operators upgrading to more sustainable equipment are being showered with Government cash in the form of tax breaks and interest free loans. Kathy Bowry reports

Caterers who want to buy new energy efficient equipment but are watching the pennies in the recession can heave a sigh of relief because help is at hand: there is an abundance of Government incentives out there that can turn the dream into reality. It might be difficult to get a mortgage on a house at the moment but since last month the Government, via the Carbon Trust, is handing out unsecured interest free loans of between £3,000 and £400,000 to operators who upgrade to greener equipment. The Carbon Trust interest free loans give caterers the opportunity to modernise and reduce overheads and the organisation reckons the loan repayments will be comfortably covered by estimated energy savings.

"The maximum loan limit available to borrow has now been doubled to £400,000. And while the loans used to be available only to SMEs, they're now also available to larger companies that don't fall under the Carbon Reduction Commitment – this typically equates to those that spend less than £500,000 a year on electricity," says the Carbon Trust.

The loans can be repaid over a period of up to four years and as the scheme is designed for energy savings to cover repayments, the loan will effectively pay for itself.

Taking advantage of the loan scheme has paid dividends for the proprietors of The



Pigs gastro pub in Edgefield, Norfolk. Locals Richard Hughes, Iain Wilson and Gary Long who bought the pub in 2006 wanted to replace the kitchen's old, gas



guzzling equipment with more efficient kit. They approached Falcon Foodservice who suggested they worked with them to apply for a Carbon Trust loan. That move is set to save the pub thousands of pounds in energy costs for years to come. General manager Gary Long says: "We have worked with Falcon and Williams many times in the past and they told us about the Carbon Trust loan scheme, which we hadn't heard about before. Once we had given them the go ahead they helped with the administration of the application, carried out all the energy saving calculations and handled all the correspondence with the Carbon Trust." Three weeks later the application was approved and the new equipment was installed, converting the inefficient kitchen into an energy friendly one. New equipment included a Falcon Infinity fryer and Dominator grill and a Williams walk-in fridge and Onyx preparation counter. With limited kitchen space, the bespoke walk in fridge was specially made to be located outside but with an internal door from the kitchen for easy access.

"Without the Carbon Trust loan it would have been unrealistic to have replaced all the old equipment so we're grateful to Falcon and Williams for introducing us to the idea. It has benefited everyone all round – the chefs are happier, food quality is better for our customers, our energy bills are significantly lower and of course we've cut our carbon emissions too," says Long.

And there is more good news for those buying refrigeration products because they can get tax breaks through the Enhanced Capital Allowances Scheme. This scheme allows companies to claim an enhanced allowance for the full cost of the purchase of new refrigeration equipment on the approved Energy Technology Product List (ETPL) in the year of purchase. The list of equipment that qualifies under the scheme, which is updated monthly, is available at www.eca.gov.uk/etl/find

The ECA scheme is a key part of the Government's programme to manage climate change. It provides businesses with enhanced tax relief for investments in equipment that meets published energy-saving criteria.



ECAs offer businesses the opportunity to claim 100 per cent first-year capital allowances on their spending on qualifying plant and machinery.

Businesses can write off the whole of the capital cost of their investment against their taxable profits of the period during which they make the investment. The general rate of capital allowances for spending is 20 per cent a year on the reducing balance basis. This can deliver a helpful cash flow boost and a shortened payback period.

The scheme is open to all businesses that pay UK corporation or income tax, regardless of size, sector or location. However, only expenditure on new energy-saving equipment can qualify for ECAs. They can also include certain costs arising as a direct result of the installation of qualifying plant and machinery such as

transport of the equipment to the site, and some direct installation costs.

However, the Catering for a Sustainable Future Group warns that at the moment: "The current ECA list is not representative of the breadth of equipment used in kitchens. More product categories need to be added to the Energy Technology List as currently only commercial refrigeration is included for this sector's range of equipment." However, for operators looking outside the kitchen at the whole business it does cover a host of heating, water and vehicular categories.

www.carbontrust.co.uk
www.eca.gov.uk





VT Flagship Training, under the umbrella of parent company VT Education and Skills, has a unique partnering agreement with the Royal Navy to deliver bespoke training solutions, facilities management and construction services. Part of its remit is HMS Collingwood at Fareham, Hampshire, close to Portsmouth's historic naval dockyard, the fourth 'vessel' to bear the name since the Battle of Trafalgar and is the land based lead establishment of the Maritime Warfare School and the largest naval training organisation in Western Europe.

The closure of HMS Dryad led to some training elements being relocated to HMS Collingwood: as prime contractor for what was named 'Project Warspite' VT Flagship

Training's challenge was to construct a world class training facility which would include a state of the art catering facility to feed up to 1200 people per mealtime 365 days of the year. The resultant Howe Galley achieved a Defence Estates DREAM (Defence Related Environmental Assessment Methodology) rating of 'excellent' and was constructed to support the new Ministry of Defence 'Pay As You Dine' initiative where personnel benefit from a wider range of catering options, rather than paying a set monthly food charge.

The new building opened in May 2008 to provide dining, retail and leisure areas for the base. It was imperative that the new development addressed environmental and sustainable features in terms of design

and construction. Detailed tests and analysis were undertaken by Foodservice Consultants Society International (FCSI) consultants, CDIS-KARM under the aegis of David C Clarke in order to specify kitchen equipment for the new facility that would meet the necessary criteria. Catering equipment had to be state of the art, energy efficient units with all requirements assessed by Clarke on a 'cradle to grave' principle, which covered value for money, carbon emissions as well as providing a comfortable environment for operators.

Commander Bob White of Royal Naval Estate Organisation was in charge of the construction: RNEO has a strong partnering relationship with VT Flagship, established six years ago under a Prime

SETTING THE GREEN STANDARD

What is claimed to be the most sustainable catering operation in the UK is up and running at the home of the Royal Navy in Portsmouth. Kathy Bowry reports from the state of the art training facility HMS Collingwood.

Contracting Enabling Arrangement to provide construction services. VT Flagship had responsibility for the design, construction and management of Howe Galley and together with RNEO, to select the design and construction supply chain members.

"The brief from the Defence Logistics Organisation was for a sustainable kitchen," says Kevin Ayton, VT Flagship Training's Catering and Pay As You Dine Business Development Manager. "The Navy is committed to sustainability and any new build has to conform to BREEAM. When the new building was finished, we basically had an empty box we had to fill according to the guidelines in the Joint Services Publication for planning kitchens – and within a budget of £1.4 million."

Dave Clarke takes up the story: "You cannot monitor and make savings if you cannot measure the performance. To enable the energy and water used to be measured against the number of meals produced, the kitchen electrical, gas and water services have been separately metered. The benchmark published by Chartered Institution of Building Services Engineers (CIBSE) for this style of facility is 3.9kWh per meal for the building, broken down as 2.5kWh of fossil fuel and 1.4kWh of electricity. The estimated benchmark for the kitchen and servery is 2.3kWh broken down as 1.5kWh of fossil fuel and 0.8kWh of electricity." Armed with this information Clarke set about specifying the most energy efficient kit he could find.

The Howe Galley is the first Government building with 'demand-based ventilation' in the UK. The system, supplied by Horton, adjusts to the volume of cooking, giving a 40 per cent energy saving on a traditional system. Lighting was also taken into consideration: innovative use of energy efficient lighting provided by Gifford UK combined with maximised natural lighting meant we got the very best value. Sustainability and value for money assessments went hand in hand and money was spent where there was a clear, discernable benefit.

Two 20 x grid and two 10 x grid Eloma combination ovens were installed to significantly reduce the energy used by up to 46 per cent compared with conventional cooking methods. They incorporate a high >

> performance heat exchanger which shows a further saving of up to 16 per cent on energy and as much as 42 per cent on water when compared to similar products. A bank of six Falcon deep fat fryers incorporate the latest heat exchangers, pre-mix burners and filtration systems, providing a healthier working environment and using less energy with a higher output and faster recovery time. In addition the fryers use up to 38 per cent less oil. Chips cooked in the fryer have 25 per cent less fat overall and up to 40 per cent less saturated fat. A Glycol secondary refrigeration system by Williams Refrigeration runs a number of different appliances, chilled areas and cold rooms on one system. It reduces the primary refrigeration gas used within a commercial kitchen by up to 72 per cent which brings with it the obvious benefits for the environment. "It also reduces energy usage by up to 25 per cent," says Clarke. With 1200 covers per session, the dishwasher could have been a major point of failure and a 'failsafe' system incorporating two dishwashers was originally budgeted for. "However, evidential proof of performance was provided by Meiko UK the manufacturer working

with Dave Clarke and we decided what we really needed was not necessarily two dishwashers but one very good one backed up by a good support contract," says Commander White. "We saved 30 sq metres and the cost of one machine – a good example of reasoned, well researched value engineering." The machine that went in was Meiko's fully specified K-Tronic rack transport system with heat pump, CSS Top chemical savings systems along with a pass through DV270.2 utensil washer. Meiko also supplied the groundbreaking Microvac organic food waste disposal system, which takes waste from the kitchen and dishwasher areas, reduces it to liquid pulp and transports it into a large, sealed storage vessel for collection by truck. According to Clarke in through-life costing, the system pays for itself in six and a half years by saving on collection costs and landfill tax. "The solution had to be sustainable, from an environmental perspective, easy to operate from the user's perspective, and cost effective from the owner's perspective," says Clarke. Bagging kitchen waste and sending it to landfill was never an option, says Ayton. "Looking at it practically, and

environmentally, in five to 10 years Hampshire will be stuffed. As well as coping with local demands, it is taking rubbish in from London and cannot go on doing that indefinitely. Plus there are huge cost implications to sending waste to landfill – charges are rocketing and will continue to do so. The new building presented a great opportunity to address the problems of disposing of our food waste."

Now food waste from HMS Collingwood is collected by waste contractor Veiola and goes for composting in the Southampton area and the waste from Raleigh is sent for biogas production in North Devon. So impressed is the DLO with the system, they also decreed that the newly built facility at HMS Raleigh in Devon should have MicroVac fitted retrospectively in place of the originally specified wet waste dewatering unit.

"CDIS – KARM firmly believes that if the food waste generated within a catering facility exceeds 400 litres per week and does not exceed 180 litres per hour from any one of four collection points then the MicroVac system should be considered with the life cycle costs being analysed from an economic, environmental and social viewpoint. This system, when used to transport food waste from the point of generation to the point of storage, is the most hygienic and sustainable solution available within the catering industry today," says Clarke.

Knee operated taps from Mechline with automatic shut off devices have been used on all hand wash basins and the company's Aquajet low flow energy efficient pre-rinse spray units have been installed on vegetable preparation, pot wash and wash up sinks. Clarke also specified Mechline's eco friendly GreasePak biotechnology solution to treat light fat, oil and grease that is washed down the drains rather than a mechanical grease trap. The system is installed discretely on the kitchen wall. It doses the drains at three locations and is compliant with Part H of the Building Regulations as a standalone grease removal system.

www.cdiss-karm.co.uk
www.falconfoodservice.co.uk
www.gifford.uk.com
www.meiko-uk.co.uk
www.mechline.co.uk
www.williams-refrigeration.com



FOOTPRINT FORUM



Footprint Media Group's CEO Nick Fenwicke-Clelland on the background of the launch of Footprint Forum, the new vehicle for social interaction and debate to enlighten a path to a greener foodservice industry.

"When minds meet, they don't just exchange facts; they transform them, reshape them, draw different implications from them, engage in new trains of thought. Conversation does not simply reshuffle the cards. It creates new cards"

Theodore Zeldon.

Few business decisions are made today without considering their impact on a sustainable environment. In UK foodservice this is hardly surprising when it is estimated that the industry uses 21.6 million kWh of energy, adds 19 million tonnes of carbon dioxide to the atmosphere and creates over 3 million tonnes of food waste, all in the course of a calendar year!

From its inception, the objective of Footprint was to provide the foodservice sector with a single reference point to learn about and debate the environmental issues that were impacting the industry. Today, as we have become more enlightened on this issue, the story is arguably reversed and has become how the industry is impacting on the environment and how we can reduce this! We wanted to create a transparency to the issues involved and to enable operators to access the debate using the medium of their choice; in essence, to become the 'go to' place for information on this subject.

Foodservice Footprint is still the only industry specific publication dedicated to the subject and with the foodservicefootprint.com blog attracting increasing numbers of visitors, we are now entering the physical interaction arena with the launch of the Footprint Forum.

The objective of the Footprint Forum is to bring together the industry's key decision makers and opinion formers; those with the power to influence, be it from a corporate, media or political stand point, to initiate cultural change. Members will hail from all stages of the

foodservice supply chain and others, such as those in the food waste conversion arena, whose businesses have a direct relationship with the industry. Footprint Forum is not a conference, it is not a lecture, but a Forum/Symposium, which is entirely interactive and will allow members to air their opinions, uncover the paradoxes and hypocrisies, and be seen within the right environment. We are simply encouraging transparency, debate and cooperation to find the right balance between commercial and environmental realities. We would also like to think that, as Footprint Forum develops, we will be able to generate a consensus that will offer members the chance to play their part in improving the industry and provide a platform for exercising leverage, as a body, on Government.

The first meeting takes place on 8 October aboard the WWII battleship, HMS Belfast, moored on the Thames near London Bridge. This will open with a keynote address by Cyrus Todiwala on Food Waste and its Implications.

This is a subject particularly relevant to the foodservice industry, as one can see from the statistic above, and one that Cyrus has been highly vocal about for a few years now. When we read that produce farmers, growing for supermarkets, forecast on having to dispose of 30 per cent of their crop for failing one criteria or another, and then hear that 30 per cent of that accepted is then thrown away unsold, we realize the staggering levels of wastage going on.

Cyrus's address and discussion period will be followed Footprint Panel, a Question Time style Q&A session with a panel of senior industry experts lending their knowledge on a range of environmental issues. The panel is being chaired by Peter Backman of Horizons, who will act as compere, timekeeper and referee, and will offer delegates a first hand, practical insight into the realities of some of the key talking points of the moment.

The first Footprint Forum will finish with a presentation on organic wine by Dan Senior of Corney & Barrow, tantalisingly entitled Green Whites and Reds, which will take us all into the world of organic winemaking and expound on the theories of biodynamics. It will, of course, be necessary to sample some of Dan's delightful wines during a closer networking session.

The Forum will come together for a General Meeting four times a year at various venues. In addition, we will be forming Special Interest Groups (SIG's) which will exclusively focus on separate areas such as Equipment, Distribution, Contract Catering, Manufacturing and so on, and will be encouraged to meet separately. There will be a summer and Christmas party and a Forum member will have the added advantage of having exclusive access to the full membership, together with research and information made available only to the Footprint Forum membership.

For information about joining Footprint Forum, please contact admin@footprint-forum.com.

Equipment specifiers, suppliers and installers are all pulling together under the banner of the Catering for a Sustainable Future Group to ensure that low carbon, energy efficient commercial kitchens are in place long before the Government's initial 2020 target. Kathy Bowry reports.

Nobody can accuse the movers and shakers in the catering equipment industry of sitting on their hands when it comes to combating climate change: they are fighting in the front line with all guns blazing and the name of the regiment is the Catering for a Sustainable Future Group (CSFG). CSFG is a voluntary organisation, formed in March 2006 from people within the UK catering equipment industry interested in developing ideas and initiatives to promote energy savings and sustainability in commercial kitchens. It was formed as a sub-committee of the Catering Equipment Distributors

Association (CEDA), the Catering Equipment Suppliers Association (CESA) and the Foodservice Consultants Society International (FCSI).

According to Bob Plumb of FCSI consultants GWP who is Chairman of the CSFG Executive Panel: "The Government edict to make carbon savings of 26 per cent by 2020 means we have to give the industry the tools to do that. Kitchens designed now will still be around then so it is imperative we take responsibility now."

The CSFG felt that the move to improve energy efficiency in commercial kitchens, which use – and currently waste – a massive amount of energy, should come from within the industry, rather than having change forced upon it at a later date.

In October 2008 it published 'CSFG White Paper on Climate Change: A sector strategy for energy efficient commercial kitchens'. The purpose of this was to provide a structured and practical programme of policy recommendations for Government and other authorities as well as including work that can be undertaken by the catering equipment industry to promote reductions in energy use, essential if Government proposals for 2020 and 80 per cent carbon savings by 2050 against a 1990 baseline are to be achieved.

According to the White Paper, the total energy consumption of Britain's catering industry is estimated to be in excess of 21,600 million kWh per year. Over 30 per cent of the energy is used in purely commercial catering establishments, with another 17 per cent in hotel restaurants and guest houses and more than 50 per cent in non-commercial catering such as schools, hospitals and Ministry of Defence organisations.

As manufacturers are already producing energy efficient equipment, and there will be more to come, it makes sense to specify that wherever possible for new build and replacement at end of life. However, the White Paper makes the point that installing and operating a kitchen containing the most energy efficient individual items of equipment does not necessarily mean that the equipment will provide the most efficient kitchen. A commercial kitchen is a system and a degree of training and development will be required for installers to be able to advise caterers on the most energy efficient solutions.

Kitchen staff must be involved too: CSFG estimates that up to 30 per cent of kitchen utilities are wasted in the operation of a commercial kitchen. However, this figure only includes wastage within the kitchen and does not include transmission losses through

Putting in a Little Less Energy

the power network. Staff training on sustainability matters should be given a similar profile to that of kitchen hygiene, says the CSFG. The White Paper calls on the Government and other authorities to engage with operators and their representative bodies to ensure the effective training of staff in the key issues of efficient energy use.

CFSG also recommends that operators should be incentivised to monitor their kitchen energy use. But, although it says sub metering of individual items of equipment has become easier and costs have reduced, it recognises it is difficult to encourage operators to undertake these measures and share data as the information may be commercially sensitive if it reveals sales volumes. In light of this, it recommended an independent research study be undertaken which is representative of the sector as a whole and which will provide typical energy use figures for each key operating sector of the industry i.e. fine dining, mid-spend restaurants, fast food outlets, hotels, pubs, healthcare, business and industry, education and public services. The good news is that collection of this data is now underway by CFSG which will enable the industry to improve its efficiency.

Another massive leap forward was the publication in June by CSFG, working

with the Chartered Institute of Building Services Engineers (CIBSE), of the 64 page 'Energy Efficiency in Commercial Kitchens TM50: 2009 CIBSE Industry Guide' for energy efficiency and sustainability in commercial kitchens. It is essential reading for all operators.

The guide is split into three main sections and covers all industry sectors:

Part A: Designing the kitchen.

Part B: Operating and upgrading the kitchen for maximum efficiency.

Part C: Benchmarks.

The Guide provides industry-specific guidance and advice for kitchen designers, consultants, installers, managers, operators, owners, equipment specifiers and contract caterers on sustainability, and how to reduce the amount of energy used, thereby reducing the size of the kitchen's carbon footprint and running costs.

Any energy savings achieved relate directly to the profitability of the kitchen operation. Energy saving investment can take the form of time and/or money, and often reaches the payback point very quickly, as well as adding to the quality of the working environment and the market value of the building. It is important to understand the link between investment and operational saving, and that a low cost appliance or fitting for example, may not be a good investment because

of higher running costs. Cutting costs on professional design advice, installation, commissioning and maintenance can also be a false economy.

Significant energy savings can be achieved from many areas of the kitchen. For new-builds and upgrades part of the picture may involve the purchase of new, energy-efficient appliances. For new and existing kitchens, substantial energy savings can be achieved by implementing simple operational and maintenance procedures, with further savings being made possible when older appliances reach the end of their life and are replaced with more efficient items.

This Guide aims to provide comprehensive and practical advice in all these areas for large and small kitchen operations, as well as providing carbon cost per meal benchmarks.

"CFSG has already started work monitoring a primary and secondary school kitchen in Hertfordshire and a primary and secondary school in Durham. The essential energy monitoring work the CSFG is carrying out – comparing the energy used with the meals output of the kitchen, carbon cost per meal, to establish benchmarks – will be updated as it becomes available – hopefully on line," says Plumb
www.csfg.co.uk



The Guide is available from CIBSE, CEDA, CESA and FCSI. Publication price is £60.



A long term criticism by Footprint has been that businesses are keen to find a solution to a more sustainable industry without actually understanding why the status quo is ultimately unsustainable. It's all very good and commendable looking at areas of our businesses that make small impacts on sustainability but the problem is that we understand little of what is causing the urgency to act now and probably less about the implications if we don't! In this piece, Charles Miers attempts to spell out, as plainly as he can, what the issues really are. Why the foodservice industry is almost more implicated than any other and why a serious shift in mindset will have to take place.

ON THE GREEN..

What is sustainability? What does this overused word, synonymous with all environmental issues, actually mean? The most pertinent definition was published in the Brundtland Report of 1987 in which it is stated that sustainability is "Meeting the needs of the present generation without compromising the ability of future generations to meet their needs." In short it is about living within our ecological means in order to create a legacy for our children and beyond. I, rather perversely, like Thomas L. Friedmann's interpretation in his book *Hot, Flat and Crowded* in which he said: "Human society has been like the proverbial frogs in the pail on the stove, where the heat gets turned up slightly every hour so the frog never thinks to jump out. It just keeps adjusting until it boils to death." I think this can either be taken metaphorically or more poetically. The perversity is that the poetry of this is almost more fervent because we are collectively engineering the destruction of the order that we have created. As Bill Collins of the Berkeley National Laboratory in California said: "We're running an uncontrolled experiment on the only home we know." Businesses, no matter what size, have an unprecedented responsibility to the environment.

But why is the foodservice industry so implicated in furthering a sustainable world? Should this not be down to the action of the individual?

There is very little doubt that foodservice as a whole is concerned about its ecological credentials. But not enough. Far too much of foodservice efforts are driven by its customers. This is frightening if one analyses the ignorance amongst consumers.

An ICM poll published recently shows 85

per cent of Britons believe that climate change is already a threat or will become one, but only a third thinks that they do enough to fight it.

They support many of the personal steps promoted by the campaign, with three quarters or more saying that people should turn down their heating, consider buying more fuel efficient equipment, consider buying more fuel efficient cars, driving less, and buying less food from outside Europe. And yet, fewer than half consider that they can personally have any effect. Though people know they should act to reduce their environmental impact, the general consensus is that as individuals they can do little to make a difference to a problem of this scope. The poll also shows that since 2005, there has been little shift in the proportion of Britons who accept or deny the existence of human beings caused climate change.

Retail is probably the best way to highlight one industry's efforts and analyse the shortcomings of the foodservice industry. Wal-Mart's CEO commented that sustainability is 'the single biggest business opportunity of the twenty-first century'. Wal-Mart is moving quickly to reduce waste and unnecessary energy loss. Recent decisions to stock only concentrated laundry detergent will save 400 million gallons of water, 95 million pounds of plastic resin and 125 million pounds of cardboard, as well as the energy required to manufacture all this excess packaging. Wal-Mart will obviously feel the benefit of this very quickly, not only on the bottom line but also for their PR. But the most important thing is that Wal-Mart has acknowledged the commercial opportunity in sync with genuinely improving the businesses' green credentials.

Nicholas Stern, the economist

commissioned by the UK Government to examine climate change, warned plainly that the 'greatest and widest - ranging market failure ever seen' would be businesses' failure to become sustainable (Stern Revue – Cambridge University Press).

But the problem to most businesses remains how? Let me put this to you as simply as I possibly can. A hotel or restaurant group will be very much concerned if one of its units is in a low-lying area that is threatened by global warming – let's say the Caribbean or the Maldives. Its insurers will be extremely jumpy about its risk exposure and its bankers will be most hesitant in underwriting further debt. The statement I DON'T KNOW HOW! will no longer be a get out clause.

Australia's £32 billion tourist industry, of which hospitality will play a significant part is, in short, climate dependent. The Australian Business Roundtable on Climate Change pointed out that the Great Barrier Reef supports £1.5 billion of this alone, but following a 2-3°C increase in temperature 97 per cent of the reef could be bleached white. This would be the end of tourism revenues in that part of Australia and would be devastating.

In Alpine countries winter sports will only be viable in areas above 1800 metres. Imagine the impact of these tourism revenues of Switzerland, Austria, France and Italy.

Climate change may initially not impact on British hospitality in this manner but it will certainly have an impact on supply chains and on profits. Just because it is not impacting in the short term doesn't mean it won't eventually.

According to a comprehensive report by KPMG, the tourist industry is one of the five sectors in the danger zone. As hospitality plays a significant part in this sector, it is worrying. The scale of this is unimaginable. The problem is that foodservice relies heavily on food, water and energy and these are

much to the sceptic's delight, there is very little doubt that the readings are abnormal. The worry is that vast chunks of ice will break into the sea in Greenland and Antarctica. Accumulatively this could have an enormous impact on sea levels. The other worry is the melting of permafrost in Siberia. The East

history. Having said that, "the times they are 'a'changing." Barack Obama has promised a new chapter in the fight against climate change. David Cameron has climate change high on the agenda. Given the incompetence of previous political administrations, the responsibility very much falls onto the business

WHAT'S IT REALLY ALL ABOUT?

the resources most implicated. That is why we feel our industry has to act more quickly than any other.

Whilst chefs obsess about organic, bio-dynamic, recycling of food waste there really is a bigger picture that needs to be taken into consideration. Hospitality has emerged with a 'micro-green' mindset and we need to graduate into the bigger sphere of comprehension in this movement, evolving from its allotment mentality of focus on the obviously noble causes of local sourcing, provenance and food miles to understanding more about the agriculture, weather patterns, sociology that is most impacted by our every day actions. This is now par of the course but the causes and implications of the bigger picture have to be understood. Otherwise I fear that our efforts to fire fight will be futile.

But what is the bigger picture? Global warming is very much at the centre of the sustainability issues. Global temperatures, rising sea levels and declining northern hemisphere snow cover, make it clear that we are in trouble! An intergovernmental panel on climate change reported that sea levels are rising at 20 times the average, compared to the last 3000 years. There is uncertainty about how quickly the rise in global temperatures will hit weather systems, water levels and crop yields. The atmosphere is heating to a stage of catastrophic irreversibility! The big concern is ice. Ice caps act as the world's coolant system, reflecting the sun's rays over a vast area.

Now to the shocking bits. In 2007 the area covered by the Arctic ice, shrank to 1.6 million square miles. Although the data fluctuates from year to year,

Siberian Sea contains dangerous levels of methane. There are large stores of the gas underneath the permafrost which so far is keeping a lid on these toxic gases. Now this lid is leaking.

These symptoms are enhanced by the vast greed and perpetual consumption in some way or another of an unsustainable world.

- Population growth is forecast to rise from 6.7 billion to 9.2 billion between now and 2050: this increase of 2.5 billion is greater than the total global population of 1950, which not only gives you shivers on the projected growth but also in the growth over the last half century.
- Most of usable land in Asia is already under cultivation.
- Oil supplies are running low, the price of petrochemical fertilisers will rise making food more expensive (a great argument in the organic camp but in practice unrealistic in most global regions).

Footprint recently highlighted Paul McCartney's campaign for Meat Free Monday. According to the UN 18 per cent of global greenhouse emissions come from livestock production. A kilo of beef requires between 50,000 and 100,000 litres of water. One single cow on average produces more greenhouse gas than the average 4x4 car. These are just a few examples that would concern the realms of food supply. But these are the big issues we need to comprehend and fight before we tackle the micro ideas.

How, exactly can industry play its part?

Some have claimed that the lack of action from national leaders, in a timely fashion, is the greatest failure in political

community and the message has to be that it is not too late. We mustn't just, as Karl Marx argues, react to the world but we have to change it.

Business leaders, no matter what size of their operation, have to be aware of what psychologists call 'path dependency', ergo acting in the same way because that is what they have always done, they have to change to really make a difference.

I have heard it over and over again that companies blame customers who are not willing to buy greener products because of cost, but customers are demanding greener products and it is no longer an excuse. Multiple estate foodservice businesses in particular are going to have to wake up and there is a very real argument that only the greener products should be made available throughout the supply chain.

What cannot happen is that we repeat the great human resource swindle of the 1980s - gender equality. Most businesses in the country are 'equal opportunity' employers, but, are they really? We cannot afford to green wash. To profess to be green-conscious is not good enough. A 'think before you print' caption under your email and a recycling box does not make your business green, carbon neutral or sustainable. It is time to pull up our socks!

A true understanding of the ecological strains our planet is under is as necessary as sales and marketing. Particularly in view that foodservice is busily depleting the most precious resources we have. Business of the future will not solely be about profits; it will be about the stewardship of our environment. This will be the driving force of commerce. The sooner we wake up to this, the better!

Fish is the dish of the day as children across England and Wales are encouraged to make environmentally friendly decisions about what they eat.

SUSTAINABILITY

is top of Sodexo's menu

School meals provider, Sodexo, has become the first school meals provider to achieve Marine Stewardship Council (MSC) certification across multiple school contracts in England and Wales. The new eco-labelled menus, which include dishes such as a salmon starter and breaded pollack, have been designed to help children think about what they are eating and where it comes from. The blue fish-tick logo of the MSC features on the menu to assure customers that the fish can be traced back to sustainable stocks.

Sodexo recently launched the new menu at a Wiltshire school, where children attended a special assembly to learn all about why the world is in danger of running out of fish and the problems of over fishing. They also enjoyed a fish lunch and had a special visit from the MSC's mascot, Murdock the Fisherman's Cat.

Over 40,000 school meals are served to pupils by Sodexo everyday. The new MSC certified menu is being served at many of these schools to assist MSC in seeking out solutions to the global problem of over fishing. MSC's Fish and Kids project is raising awareness of sustainable fishing in

the classroom and encourages children, parents, teachers and caterers to choose sustainable seafood to ensure the future of fish, fishing communities and the environment.

Jane Bristow, managing director, Sodexo Education, said: "Serving healthy food is important but at Sodexo we work hard to educate the next generation of consumers about the food they eat. MSC certification will visibly highlight our commitment to supporting healthy marine life and stress to pupils, parents and teachers the importance of choosing environmentally friendly options."

Mr D Jopling, head teacher at Southbroom Junior School in Devizes, Wiltshire, said: "It is so important that children learn where the food they eat comes from and how it reaches their plate. I hope it will encourage them to be kind to the environment and become responsible young adults."

Sodexo provides food services to a number of sectors and further to this, was recently awarded the Red Tractor certification for its commitment to supplying customers with quality produce sourced from British farms. Sodexo sites in its education, corporate, healthcare and defence sectors now provide milk and cream and fruit and vegetables that have been produced to Red Tractor standards and can be traced from field to fork. Sodexo supports British farmers by supplying over 80 listed lines of seasonal fruit and vegetables such as carrots, strawberries, leeks and potatoes.

Michelle Hanson, commercial director, Sodexo UK and Ireland, said: "We are delighted to be in a position to make this announcement. As part of our sustainable procurement strategy, it is incredibly important for us to support British farmers as much as possible and, via the Red Tractor scheme, we are able to provide our customers with a guarantee that their food has reached their plate from the most sustainable British sources. The work doesn't stop here as we are currently in the process of further enhancing our sustainable procurement activities by working with a number of other partners."



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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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fresh ideas for foodservice



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At Sodexo, corporate citizenship is about doing the right thing. It is our contribution to sustainable development.

Sodexo, a leading provider of food and facilities management services, is recognised as sector leader in the Dow Jones Sustainability Index and was named a Top 100 Company in Business in the Community's Corporate Responsibility Index for the third year running.

For a copy of our latest Corporate Citizenship Report please email corporate.citizenship@sodexo.com


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