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## CONTACTS

### Editor-in-chief:

David Burrows - [david@foodservicefootprint.com](mailto:david@foodservicefootprint.com)

### Chief subeditor:

James Eagle

### Contributors:

Ashley Clarkson, Inder Poonaji

### News:

David Burrows - [david@foodservicefootprint.com](mailto:david@foodservicefootprint.com)

Niki Goddard - [niki@footprintmediagroup.com](mailto:niki@footprintmediagroup.com)

### Art direction:

Trevor Marshall - [trevor@foodservicefootprint.com](mailto:trevor@foodservicefootprint.com)

### Film & new media:

Duncan Smith

### Online content & social media:

Niki Goddard - [niki@footprintmediagroup.com](mailto:niki@footprintmediagroup.com)

### Head of business development:

Anya Hart Dyke - [anya@footprintmediagroup.com](mailto:anya@footprintmediagroup.com)

### Financial controller:

Eve Mahler - [eve@footprintmedia.org](mailto:eve@footprintmedia.org)

### CEO:

Nick Fenwicke-Clennell - [nick@footprintmediagroup.com](mailto:nick@footprintmediagroup.com)

### Managing director:

Charles Miers - [charlie@footprintmediagroup.com](mailto:charlie@footprintmediagroup.com)

### Advertising:

[advertising@foodservicefootprint.com](mailto:advertising@foodservicefootprint.com)

### Accounts:

[accounts@foodservicefootprint.com](mailto:accounts@foodservicefootprint.com)

## COMMENT

# Judge food by its cover-up

David Burrows  
Editor-in-chief



ADMIT IT. I'm the kind of guy that'll pick up a book based on its cover. Sometimes it works: "The Princess Bride"; "Life of Pi". Sometimes not: "Naked Lunch"; "Leaving Tabasco". But the fact is that I'll always read the back cover to gauge what might be inside.

I do the same with food (much to my wife's chagrin – a supermarket shop can take time). And I enjoy it. Meanwhile the time-pressed, money-conscious remainder of the store's (temporary) inhabitants buzz in and out as quickly as possible. Or do they?

In the past few years a litany of research has shown that consumers are becoming progressively (and encouragingly) interested in what they buy. Whether it's a pack of yoghurts, a T-bone steak or a ready meal (especially a ready meal) more people today are looking beyond price. And even when they're eating out (see *Footprint* October's special report).

According to research consultants at Allegra Strategies, consumers are suspicious that when prices are low, quality is compromised. In fact, transparency now ranks above sustainability, ethics and health when it comes to the weekly food shop.

"The food industry now has to make a conscious and public move from stating that they have nothing to hide, to a position of proactively demonstrating full and complete transparency," concluded Allegra in its "2013 How Britain Eats" report. The food research charity IGD has similarly called for a "revolution in transparency", while the National Audit Office has found there is "confusion" about who is responsible for ensuring product authenticity.

The audit office's report (see page 6) highlighted a case in Ireland where studies on a pizza found it consisted of 35 different ingredients that passed through 60 countries on five continents. It doesn't mention if this information was on the box.

Indeed, it was great to hear members of the Footprint Health & Vitality Special Interest group informing DH officials recently about their work on nutrition. Let's keep the dialogue up and the doors open.

Ps You'll notice a waste theme in many of this month's features. That's to get you thinking about the issue before our next FootprintChannel programme on November 21st.

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

**7/10 Animal Welfare**

**Definition**  
Many consumers are passionate about animal welfare and the provenance of the meat and fish they eat. Foodservice operators that target reliable provenance in respect of the wellbeing and fair treatment of farm animals need to know from which sources they should buy to ensure that the welfare of animals was considered whilst in production.

**Measurement**  
Green Tens's trading platform places a series of flags against products/suppliers where appropriate accreditations have been provided as to the provenance of the product. i.e. Red Tractor / Compassion in World Farming - Good Egg Award.

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



# Landfill's End?

Politicians have raised the prospect of a total ban on sending food waste to the tip but the industry is in two minds about the benefits, writes **David Burrows**

**F**OOD WASTE has been thrust into the spotlight. A number of heavyweight reports have whetted the media and, in turn, politicians' appetite for the issue. In September, the Food and Agriculture Organisation claimed that food waste costs the global economy £470 billion a year. Before that, the Institution of Mechanical Engineers estimated that between 30% and 50% (or 1.2 to 2 billion tonnes) of all food produced never reaches a human stomach. "A tragedy," it said.

In the UK, 7.3m tonnes of food waste is generated by households. Recent research by the consumer group Which? revealed that 14m people say they are now reducing the amount of food they chuck away to save money. Jamie Oliver is lending a hand with his Save with Jamie campaign. The celebrity chef says: "It's about embracing tips, ideas and principles that you can easily adopt into your everyday life, all of which should make a good difference to your wallet." His tips are simple, but given the scale of the challenge and the escalating cost of food, every saving will help.

Businesses also need a hand. According to the charity FoodCycle, 400,000 tonnes of usable surplus food could be saved from supermarkets each year. Hotels, pubs and restaurants produce 600,000 tonnes, says WRAP (the Waste & Resources Action Programme), which last year introduced a voluntary agreement to reduce the sector's food waste and ensure that most of what's left ends up composted or turned into energy via anaerobic digestion (AD). This followed a commitment by the government in 2011, and the success of a similar scheme

for grocery (the Courtauld Commitment).

But it seems the pressure is growing for harsher policy tools. At the Labour Party conference in September, the then shadow environment secretary, Mary Creagh, said that if elected, "a One Nation Labour government will ban food from landfill so that less food gets wasted in the supermarket supply chain and more food gets eaten by hungry children".

So is a ban the perfect policy tool or a case of sledgehammers and nuts? And what would it mean for food businesses?

**Food businesses could profit from bans with cuts to their landfill tax liability. They could even share profits from the creation of energy through anaerobic digestion.**

The most recent economic study on the concept was published in March by the Green Alliance. The think-tank concluded that £2.5 billion of resources could be recovered if a range of bans were introduced, including £508m from avoided landfill costs for food waste. Dustin Benton, its head of resource stewardship, says landfill bans would be an opportunity for food businesses.

"Separating food waste and managing food use better is a great means of saving money," he explains. "For larger businesses, long-term contracts with AD operators mean that food businesses can share some of the profits" from the creation of energy.

Charlotte Morton, the chief executive of the Anaerobic Digestion & Biogas Association, points out the "unacceptable" current situation which sees 35% of the country's

food waste sent to landfill, with just 7% treated through AD.

"Banning food waste to landfill, accompanied by the introduction of separate food waste collections, will help to reduce this waste in the first place and ensure we make the most of what's left," says Morton. Food businesses could also profit from this policy, she says, given that landfill tax liability will be cut and organisations will begin to "explore the benefits that can be realised through integrating separate food waste collections and anaerobic digestion into their operations".

Others are less confident about the real commercial benefits of a landfill ban. Peter Charlesworth, an environmental consultant with Carbon Statement, has been studying the challenges hospitality businesses face when it comes to managing their food waste in detail. He believes the cost of waste collection could go up in the event of a landfill ban on food, with those in remote areas at most risk. In an already squeezed sector, this could "inevitably mean an increased rate of closure of the local pubs and restaurants".

Charlesworth adds: "Banning food from landfill is a good aim and strategy. The challenge is how to efficiently manage the

food waste separation and collection. To do this properly means using both the carrot and the stick approach: the stick of legislation and carrot of supporting the initiatives required to do this efficiently."

Many other experts believe that careful thought is required to ensure that any ban comes with the right lead-in time, sufficient support for infrastructure and complementary policies. This is based on experience from countries where landfill bans have been introduced.

"Places where the ban works have taken a considerable period of time and they have introduced policy mixes, with a landfill ban being one element of the mix," explains Jiao Tang, a technical project manager at the International Solid Waste Association. Such mixes include market incentives like landfill tax, support for the end products including compost and digestate, an increase in AD and composting capacity, the establishment of integrated infrastructure and the promotion of source separation.

The investment in upstream collection infrastructure to adapt to such legislation would be considerable, especially for the foodservice sector where outlets are numerous but produce limited waste volumes.

Collection could be a major hurdle.

It will be interesting to see how Scotland copes. The government has launched regulations that include a ban on sending biodegradable waste to landfill in 2021. To pave the way, the regulations also include a requirement for all businesses producing more than 50kg of food waste a week to separate it for collection from January 1st 2014. There's an exception for those in rural areas, while those who chuck away 5-50kg of food waste a week have until 2016 to comply.

**Pressure from the public to act could carry more weight than anything the politicians dream up.**

Since the Waste (Scotland) Regulations were approved, new infrastructure has been greenlighted and the government has stumped up cash to help increase the number of food waste collections. "A ban on food waste to landfill sends an important message but will not be effective on its own," says Morton. "The Scottish government has shown that councils and businesses need support to develop infrastructure for food waste recycling."

Adam Read, the practice director for

waste management at the consultants Ricardo-AEA, says a ban would ensure that collection systems "evolve" to address the waste streams. But the policy can be "terribly difficult" to implement and police. He explains: "Just how much food waste would be acceptable at landfill, and how do you ensure that some household or commercial bins don't have some leftovers in the bottom? There's also the cost of regulating this to consider and how many bins you need to monitor to ensure that diversion targets are being hit."

A ban on sending food to landfill is certainly not a silver bullet. "It's a pretty harsh policy tool," says Stephen Shergold, a partner in the environment team at law firm Dentons, who points to the improvements stimulated by the landfill tax escalator. More and more companies are also going beyond any legislation, implementing their own food waste schemes, driven by public opinion rather than regulatory need, he says.

Whether policymakers are posturing or potentially serious about a landfill ban, food waste is an issue that has resonated with the public. Pressure from customers for companies to act could carry more weight than anything the politicians dream up.





# Round in circles

WHEN THE government doesn't know what to do, it tends to call for a review. And that's exactly what it did after the horse meat scandal, with Professor Chris Elliott heading an "independent review of Britain's food system". He's expected to provide some interim findings next month, but the final report is unlikely to be any time before summer 2014.

But in the interim there have already been the Troop report (21 pages), the National Audit Office review (40 pages) and the environment, food and rural affairs committee's two assessments (135 pages combined).

Which raises the question: how much more reviewing do we need to do to find out whodunnit and how to stop it happening again after a controversy which rocked the foundations of the UK's multibillion-pound food industry?

In a debate of its two reports last month, the environment committee's chair, Anne McIntosh, said the time for reviews was up – and now was the time for action. "Complacency is not the best word to use, but we don't see any sense of urgency on the government benches," she said. Six months after the discovery of horse meat in products labelled as beef "the original source of the adulteration has not been identified".

During the 90-minute session, the failure to find the source of the adulteration and the handling of the affair by the government and the Food Standards Agency (FSA) was the focus of the committee's ire. The supermarkets also got a mention, with McIntosh asking the government to consider a new testing regime paid for by the food companies.

This was one of the recommendations in the committee's July report, which said: "We



office blamed the split in responsibilities for food policy between the FSA and two Whitehall departments in 2010 (DEFRA and the Department of Health). The fact that testing of food samples by local authorities had fallen 26% since 2009-10 didn't help either.

Much has been made of how to restore consumer confidence in the UK's food supply chain. There has been an increase in those buying British products and shopping locally at butchers and farm shops, a trend which McIntosh said was "very pleasing", before adding that confidence had to be restored in the supermarkets given their importance to the UK's economy.

Research published by IGD

in October showed that 56% of shoppers want to know more about where their food comes from. The research group's CEO, Joanne Denney-Finch, said there needs to be a "revolution in transparency" given that "eight in 10 shoppers believe that food and grocery companies should know where every single ingredient comes from".

The exposure of the length and complexity of the UK's food supply chain doesn't make this easy. Take the recent analysis of the components of a pizza, carried out for the Food Safety Authority of Ireland, which discovered that it was made from 35 different ingredients that passed through 60 countries, on five different continents. More recently there was also the pork chop story, with the BBC revealing that isotope tests carried out on a sample of the products from Tesco suggested there was a "less than 1% chance" the pork came from Britain, despite carrying the Red Tractor label. This was, however, an "isolated case", said Red Tractor's CEO, David Clarke. If only that had been the case for those burgers.

welcome the commitment of some supermarkets to carry out DNA tests on meat products. We recommend that this be made compulsory for large food retailers, with appropriate penalties imposed for those who fail to do so." It said retailers – not customers – should pay for this new regime.

**Complacency is not the best word to use, but we don't see any sense of urgency on the government benches**

However, the government isn't keen on what it calls "prescriptive requirements that may be burdensome". This is the line that Dan Rogerson toed (Rogerson having switched sides recently when he was promoted to DEFRA minister after co-authoring the committee's report).

Just who should be testing what, and when, was the focus of the National Audit Office's report last month, which concluded that "while arrangements for identifying and testing for risks to food safety are relatively mature and effective, similar arrangements for the authenticity of food are not". The audit



# Green-eyed monsters

DOING THE right thing could create the wrong impression with colleagues, according to new research. A light being left on in an unoccupied office or a recyclable item put in the wrong bin can provoke emotions as strong as guilt, rage or despair claims Rebecca Whittle, a senior research associate at Lancaster University. Whittle, who presented her findings to the Royal Geographical Society, claimed that the rise of environmentalism is making the workplace brimful of emotion, with seemingly small matters like people leaving computers on overnight, driving rather than cycling to work, or not turning off office lights at the end of the day, provoking strong reactions. "Ignorant bastards," she muttered (possibly).

Thankfully, this anti-green behaviour wasn't as bad as listening to loud music through headphones or having private conversations without considering those who were trying to concentrate.

More thankful still (but perhaps not as interesting) is the fact that this green rage is rarely – if ever – expressed or translated into action because challenging someone openly or taking responsibility for another person's equipment such as a computer would be "unthinkable". Really? Unthinkable? Or does she mean just a little bit uncomfortable?

Unthinkable is hacking into a colleague's computer, sending the boss abusive messages from their email and then spraying their desk plant with Roundup. Unthinkable is grassing them up when they've pulled a sickie to watch the tennis. Unthinkable is telling them their breath smells like a rat's intestine (incidentally, for more on that see page 14). Unthinkable is not mentioning that you've noticed their

machine and desk light has been left on overnight. Unthinkable is not encouraging them to think before they print, or to turn the lights off if they're staying late, or even to scrape the leftovers into the food bin.

Given staff fears of ethics-fuelled confrontation, Whittle suggested employers should make it easier for staff to be more environmentally conscious at work. She also said they should "remove the emotional pressure for those who feel strongly about the issues". Or perhaps remove those that aren't adhering to the company's environmental policies?

## From the web

### GREENER

- Good egg – McDonald's has been credited for bringing higher-welfare eggs and pork to the high street at affordable prices by Compassion in World Farming
- Listen to us – Footprint Health & Vitality group members defend their work on nutrition to DH officials
- Fat lot of good – almost half of the UK's food companies have signed up to the Responsibility Deal 'fat reduction pledge'.

### GROSSER

- Land grabs – Oxfam claims PepsiCo, Coca-Cola and ABP are among the firms not doing enough to prevent poor people being forced from their land to make way for sugarcane
- Contamination confusion – the National Audit Office has advised government to spend more on ensuring the authenticity of meat products (see opposite)
- Patient prices – the cost of hospital food ranges from £2.55 to £31 per patient per day according to new HSCIC stats

NUMBER CRUNCHER

42

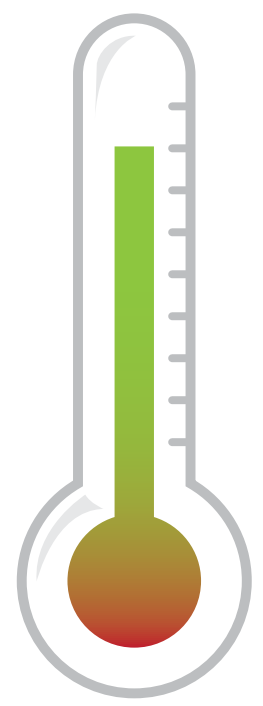
Sodexo has reported that companies with women on their boards have been found to outperform those without, with a 42% higher return in sales

## Who said that?



**"Liberal Democrats, our fights to green this government haven't just faced opposition from the badgering of Owen Paterson or the pickling of Eric. No. We have had to face the ultimate test – the charm of Michael Gove. Mr Gove and his draft curriculum for geography. Strong on European continental drift. Weak on climate change."**

Energy secretary Ed Davey "fracks up" his speech at the Lib Dem party conference with a series of puns, and then is knocked over by a sign on live TV.





# Waste Watch

In association with **3663**

WITH FOOD waste apparently now costing the global economy £475 billion (see WasteWatch October), and the food retail chain in the UK about £950 a tonne (see page 22), preventing it has become big business – even for small firms. Take the JellyPickleJam vintage tea shop in Evesham, Worcestershire. Its owner, Lisa Whelan, has launched a “community crop scheme” which will see her harvest unwanted fruit left on residents’ trees and turn it into products. Households can have their name on the product, receive freebies or donate a percentage of the proceeds to a local charity.



RECENT RESEARCH showed that nearly 95% of consumers have some kind of loyalty card. However, technology has enabled shoppers to become more promiscuous than ever, with many cheating on their favourite retailers by shopping online at competitors, and sometimes even when they’re in the store. But one company has come up with a novel approach to use its environmental commitment to encourage loyalty. Sex toy retailer Lovehoney launched its “Rabbit Amnesty” campaign four years ago, offering shoppers rewards and discounts for sending back their old sex toys as regulations on old electrical equipment tightened. And they’ve been recycling like rabbits ever since; so much so that the company now takes other electrical equipment such as toasters.

SHE SELLS seashells ... to water companies to treat waste. Scientists at Bath University have suggested that seashells left over from restaurants, hotels and other foodservice outlets could be used by water companies. Traditional wastewater treatment takes three stages, the last of which – “polishing” – removes unwanted substances such as hormones, pharmaceuticals or fertilisers. There are different methods for this tertiary treatment, and one of the most effective is the photocatalysis of water to remove any trace contaminants. This process normally uses titanium dioxide, which is expensive. By replacing this with a material called hydroxyapatite, made from the calcium in seashells, the researchers are aiming to significantly reduce the cost of water treatment by reusing a renewable and otherwise unwanted waste product. “Our study has shown that the hydroxyapatite formed from them is an effective, green and potentially cost-efficient alternative photocatalyst for waste water treatment,” explained Darrell Patterson from the university’s department of chemical engineering.

# The Political Print



THE QUESTION of how to feed the world is almost overwhelming in its complexity and it deservedly receives much attention from politicians, businesses and civil society. From out of the pack, the concept of “sustainable intensification” has emerged as the dominant paradigm of the 21st century with its goal of increasing food production

from existing farmland while minimising pressure on the environment.

But does the assumption that we need to produce more food to feed a growing population get challenged enough?

On the fringes of the policy debate are those who point out that we currently produce more than enough food to feed the world and that it is uneven distribution and high levels of food waste that are the principal causes of third world hunger.

Another theory is that we could achieve far greater efficiencies from current farmland without intensifying production at all, were we to adopt a new approach to land use. A recent study published in the *Environmental Research Letters* journal considered agricultural productivity in terms of people

fed per hectare rather than the more traditional measure of tonnes per hectare. The researchers found that growing food exclusively for human consumption – rather than diverting it to biofuels or animal feed – could potentially increase available calories by 70%, which could feed an additional four billion people.

Naturally there are counter-arguments in favour of diverting food crops to produce biofuels and feeding grains to animals to meet growing demand for meat in the developing world. The point is not that one view is right and the other is wrong. The point is that it’s important to challenge dominant paradigms – particularly when the questions they seek to answer are of such fundamental importance to all of our futures.

# Cut off the gas

Pierre Gerber from the Food and Agriculture Organisation talks about his new report on emissions from livestock farming.



**David Burrows (DB):** Livestock production seems to be a big emitter of greenhouse gases, but what are the main sources?

**Pierre Gerber (PG):** Cattle raised for both beef and milk is responsible for about 65% of the sector’s emissions. This is mainly due to their rumination that produces methane, a powerful greenhouse gas. In fact, ruminants’ digestion represents 39% of these emissions, while feed production is 45%. Feed emissions come from fertilisation, the expansion of pasture and feed crops into forests and the use of fossil energy. Most of the rest is from the storage of manure.

**DB:** You’ve just studied the emissions from livestock in greater detail for a new report. What were the headline findings?

**PG:** The global livestock sector is an important emitter of greenhouse gases with emissions representing about 14.5% of human emissions. But the sector has the potential to reduce its emissions quite significantly. The report estimates that sector emissions could be cut as much as 30% through the wider use of best practices and technologies.

**DB:** How can the livestock sector reduce its greenhouse gas footprint?

**PG:** More producers need to use existing best technologies and practices. Improving

efficiency is important. Generally, the more efficient operations are, the lower their emissions per unit of product. Better feeding practices can reduce emissions from rumination and manure. Further efficiency gains can be achieved by better animal health and husbandry practices.

**DB:** Is the sector doing enough to reduce its greenhouse gas footprint?

**PG:** We need a broad range of actions to stimulate the adoption of new practices. Policies and regulations will certainly be needed. Support to farmers, capacity building, activities to raise producers’ awareness are essential. Financial incentives are also key. More research is crucial to develop new technologies. The rise in private and public-sector initiatives to respond to sustainability challenges is encouraging though.

**DB:** The report suggests emissions can be cut 30% through efficiencies and technologies. Is that enough? And will there also need to be changes in consumption patterns – for example, eating less meat?

**PG:** A 30% reduction will only partially offset the increase in overall emissions that the projected growth in livestock production will entail. Additional efforts are certainly needed. Changes

in consumption patterns offer one way to address the environmental impacts of livestock but should be looked at in a global context and in conjunctions with health and food security concerns. While reduction in consumption may benefit health and the environment where animal products are consumed in high amounts, in many developing countries families have limited access to such products, with negative consequences for their health and nutrition.

**DB:** Livestock production has the biggest footprint, but what can food retailers, caterers and restaurants do to help reduce the footprint of livestock and the meat they sell?

**PG:** These sectors should focus on the sourcing, transport and conservation of products to reduce their emissions. Reducing food wastage should be explored. We showed recently that each year food produced but not eaten is responsible for the release of 3.3 billion tonnes of greenhouse gases. To reduce waste retailers could improve display practices or identify ways to sell items close to their use-by date. Caterers and restaurants could improve quantity planning and adapt size to consumer needs. They could also redirect their purchasing orders towards low emission intensity products.



# My viewpoint

Nestlé has reached the heady heights of the top-ranking food company in the Dow Jones Sustainability Index. So, where does it go from here, asks **Inder Poonaji**



S&P DOW Jones Indices, one of the world's largest providers of financial market indices, and RobecoSAM, the investment specialist focused exclusively on sustainability investing, recently announced the results of the annual Dow Jones Sustainability Indices (DJSI) review. Launched in 1999, the DJSI were the first global indices to track the financial performance of the leading sustainability-driven companies worldwide.

The leading food product companies usually fare reasonably well in the index, because of the steps already taken in the foodservice industry to ensure best practice is the norm, not the exception. Look at the incredible progress made in terms of zero food and packaging waste-to-landfill initiatives for example – although some companies let the side down somewhat last month. There has also been a focus on emissions, with the recent launch of the National Centre for Sustainable Energy Use in Food Chains (CSEF) at Brunel University in London, a new research centre to help the food industry use less energy throughout the entire supply chain (as reported in last month's issue of *Footprint*).

The sustainability approach that has resounded within Nestlé is called Creating Shared Value, working across a broad range of activities but focusing on areas of impact and where we can truly add value. In prioritising the areas of nutrition, water and rural development, the global commitments in these areas work both at a strategic and ground level to make things happen.

For example, on the ground level in Ethiopia we have reduced water usage through post-harvest coffee processing with new technology which now uses just six litres of water per kilo of coffee – a 96% reduction in water use compared with the previous process.

Sharing nutritional knowledge with partners is also another example, in some countries helping overcome malnutrition issues. In 2005 we created the Nestlé Nutrition Institute and



in just seven years this not for profit organisation has become one of the largest providers of nutrition information in the world.

*I do not believe sustainability is a race, but doing things that have an actual outcome and add value has to be at the heart of it.*

Having been recognised as making great strides in terms of delivering sustainable results in the Dow Jones Indices, the only way a large company or organisation can operate on this scale and continue to make a positive impact is to remain focused on those areas where there is knowledge and insight. An organisation can build on knowledge and, for example, at Nestlé we are collating and implementing the actions throughout our supply chain. The "Oxfam Behind the Brands" report shows that independent organisations are beginning to recognise how wide and transparent a company such as ours can be and, in turn, we learn from them in areas we can improve.

Nestlé Professional is part of the wider Nestlé group, so most initiatives are driven from the broader context where we take a holistic approach. Where we can, we do specific initiatives including sharing lorries with Brakes, reducing the packaging weight of Nestlé Professional specific lines and sharing knowledge online, for example the water and waste management courses that are free to download from our website.

**Inder Poonaji is corporate head of safety, health and environment sustainability for Nestlé UK & Ireland.**

# Small suppliers in demand

Marriott Hotels has overhauled its menus in a bid to source sustainable, local food. **David Burrows** finds out how the new scheme came about and what menu challenges lie ahead.



SOURCING LOCAL produce is a fine idea, but it's not always easy. Many hospitality businesses are put off by the thought of dealing with numerous suppliers. They fear menus will be beholden to erratic supplies. And there's the chance that supplies will run out and customers will go away disappointed.

But none of this has stopped Marriott Hotels. The group, which runs 50 hotels in the UK, has teamed up with River Cottage to overhaul its food sourcing policies and introduce a strict manifesto for procurement.

No longer will there be morning calls to centralised suppliers or quarterly menu changes. Instead, chefs will be donning their wellingtons and working principally with suppliers in a 60-mile radius. They'll also have to change their menus daily.

"Procurement requires organisation, but this takes it to another level," says Sean Kelly, the senior executive chef (Europe) for Marriott. "The new manifesto means that our suppliers have to be ready for us and we have to communicate with them."

This idea has created "a buzz" rather than a headache, says Kelly, who has been overseeing pilots in Cardiff and West Yorkshire. Staff have been trained by local food experts at the River Cottage chefs' school, gaining City & Guilds certificates in everything from procurement to nutrition and even butchery. "They'll need to know how to

make the best use of everything they have," explains Kelly.

Chefs will have to think a few weeks ahead when it comes to sourcing and be prepared to adapt quickly when certain supplies run out. This shouldn't be an issue, says Kelly, with front-of-house staff also trained in the new philosophy. But could availability create a problem for customers?

"If I went into a restaurant and they'd run out of pork side because it was so popular, but was offered organic lamb instead, I would love it because I'd think these guys are 'on it'," Kelly says. "What we're doing excites me as a chef and it would interest me as a customer."

Transparency and provenance are hot topics – especially regarding meat, with a third of consumers buying less after the horse meat

scandal (see page 6). Marriott's initiative is in response to this, and the manifesto also includes a commitment to ensure all meat in restaurants will be organic, while all chicken will be free range.

This is also a big move for River Cottage. "We get approached fairly frequently about brand partnerships," explains Chris Griffin, the head of education, "but this is the first time we've got so heavily involved with a business."

Success will depend on the relationships that Marriott's chefs build with suppliers, he adds. "They'll need to know their names, the feed the animals get, when they're going to be slaughtered. This was very new to the chefs we worked with" during the trials. "The move from quarterly to daily menus is also a massive step."

A bank of dishes has been built during the trials, with the menus and manifesto now in place at Hollins Hall in West Yorkshire and Cardiff Marriott. The plan is to roll it out further – but only if the manifesto can be satisfied. This will see chefs working with up to a dozen new local suppliers in each location. "The great thing is that these suppliers will want to come and talk to the chefs about their systems and their produce," says Griffin.

**Check out a video of the partnership on the Footprint website: <http://tinyurl.com/nxgz7d>**



**A lesson in local procurement.** Chefs at two Marriott hotels have been training with River Cottage to understand the new way of working. From left to right: Cardiff Marriott executive chef Anthony Barnes; River Cottage chef tutor Gary Richmond; Hollins Hall executive chef Gary Armitage.



# WHAT **RED MEAT** CONTRIBUTES TO A **HEALTHY BALANCED DIET**



In recent years, there has been controversy about just how healthy red meat is, opening a debate about whether eating too much red meat can raise the risk of health problems. It is often forgotten that meat has been an important part of our diet since the dawn of mankind. It is a 'nutrient dense food' and provides a high amount of readily absorbable nutrients per gram and per calorie. This is now widely recognised; eating red meat as part of a balanced diet, rather than cutting it out, is the best option.

In the UK, the average consumption of red meat is in line with current recommendations<sup>1</sup>. However, dietary surveys indicate that our diets may be lacking in a number of the nutrients typically found in red meat<sup>2</sup>.

Nutrients found in lean red meat as a 'source' or 'rich source', according to EU nutrition and health claim regulations<sup>3</sup>.

Nutrient	Pork	Beef	Lamb
Protein	High	High	High
Vitamin B1	Rich source	–	–
Vitamin B3 (Niacin)	Rich source	Rich source	Rich source
Vitamin B6	Rich source	Rich source	–
Vitamin B12	Rich source	Rich source	Rich source
Vitamin D	–	Source	–
Iron	–	Source	–
Zinc	Source	Rich source	Source
Selenium	–	Rich source	Source
Potassium	Source	Source	Source

For further information on meat and your health, visit [www.meatandhealth.com](http://www.meatandhealth.com)

At any age it is important to eat a wide variety of foods including fruit, vegetables, dairy foods and cereals to ensure the body receives all the nutrients it needs. An inadequate intake of essential vitamins and minerals within the diet could mean potential health consequences. This can be more pronounced at particular times in our life when the body may have a greater need for certain nutrients. Because red meat is nutrient dense when eaten as part of a healthy balanced diet it can help improve the nutritional quality of our diet from the early years all the way through to old age.

## 1 Infants and pre-school

Vitamin A contributes to maintenance of normal vision, vitamin D aids bone and teeth development. Iron contributes to the formation of red blood cells and haemoglobin important for energy release. Zinc is also needed for growth and development.



## 2 Children 5-12 years

Protein contributes to the growth of muscles in children. Vitamin A contributes to normal function of the immune system, important for keeping colds at bay. Vitamin B6 contributes to normal psychological function and vitamin B12 contributes to normal red cell formation to aid the delivery of oxygen around the body.



## 3 Teenagers

B group vitamins in red meat contribute to energy-yielding metabolism and can help reduce tiredness and fatigue during teenage growth spurts. Iron contributes to normal cognitive function and reduces fatigue. Significant numbers of teenagers, particularly girls, have inadequate iron intake. Zinc helps to maintain healthy hair, important to teenagers concerned about their appearance.

## 4 Adults of reproductive age

Vitamin B6 helps to regulate hormonal activity. Zinc contributes to the maintenance of normal testosterone levels in the blood as well as fertility and reproduction, while selenium contributes to normal spermatogenesis and thyroid function. Most adults have low intakes of selenium.



## 5 Pregnancy

Many of the nutrients found in red meat are important for the growing foetus. B6 and B12 contribute to normal red blood cell formation supporting increased blood volume. B12 and iron play a role in cell division; the iron content of red meat will also help to combat anaemia, particularly in the later stages of pregnancy. Zinc contributes to protein and DNA synthesis.



## 6 Middle age

Red meat is high in protein yet relatively low in calories, helping to support weight control. Vitamin B12 contributes to the normal metabolism of homocysteine which is thought to be important in helping to reduce the risk of heart disease. Iron can help to reduce tiredness and fatigue. Selenium is a powerful antioxidant.



## 7 Older age

Vitamin B12 contributes to the reduction of tiredness and fatigue and helps prevent the development of pernicious anaemia. As muscle mass declines in old age (a condition called sarcopenia) a good quality source of protein, such as red meat, can help to maintain muscle strength. Thiamine (found in pork) contributes to the heart's normal function and potassium helps to maintain normal blood pressure.



## In conclusion

Lean red meat is high in protein and relatively low in calories and saturated fat. It contains many essential nutrients, some of which may be lacking in our diets. Red meat as part of a healthy balanced diet can help 'plug' potential nutritional gaps and make an important contribution to protecting health throughout the many stages of life.



Feature co-funded by Red Tractor.

<sup>1</sup> Wyness L, Weichselbaum E, O'Connor A et al. (2011) Red meat in the diet: an update. Nutrition Bulletin.

<sup>2</sup> Ruxton C S H, Derbyshire E & Pickard R S (2012). Micronutrient challenges across the age spectrum: Is there a role for red meat? Nutrition Bulletin.

<sup>3</sup> European Union, Regulation (EC) No 1924/2006 on nutrition and health claims made on foods (OJEU, L 12, 18.1.2007, p.3).



# There's a rat in my kitchen

Recent revelations of rodent infestations in schools are a reminder to all caterers they can't afford to neglect pest control.



**H**YGIENE LEVELS in school kitchens are under the spotlight following a report in the *Sunday Times* last month. The paper revealed that inspection reports from the last 18 months – released under freedom of information laws – showed details of “ant and mice infestations, mouldy walls, equipment caked with food and poor personal hygiene”. In all, 288 schools, including 165 primaries, were given a hygiene score of two out of five or less after their most recent inspection by the Food Standards Agency (FSA).

Schools, much like businesses, are under no legal obligation to display their scores. A score of two means “improvement required”, while one suggests “major improvement required”. Naturally, some of the schools identified in the report defended their positions to the newspaper. At Erith school in south-east London, where “mice were seen in the kitchen, with inspectors noting that an infestation ‘has been going on for some time’,” the head teacher explained that an “intense deep clean” had since taken place as well as a review of pest control.

But when it comes to pests there is little margin for error – for any food business. Pest infestations can cause serious illness and also costly food wastage, potential loss of reputation, low staff morale and ultimately closure. Which raises the question – why is provision of pest control often overlooked and sometimes seen as a grudging or unnecessary purchase?

From farms and food processing sites to large supermarkets there are commercially published and certified standards which they are required to follow. These standards usually require firms to be externally audited for compliance to ensure their produce is safe and fit for consumption throughout the supply chain. However, there are no such standards for smaller businesses (restaurants, food outlets or hotels).

“Large companies generally have effective pest control systems in place, although there is always scope for improvement,” says David Oldbury, a pest control consultant and secretary of the Chartered

Institute’s National Pest Advisory Panel. “Among the smaller businesses, however, there is often much to be done to ensure compliance with the regulations and an appropriate level of protection against pests at food premises. Setting the standards for these goals is one thing – working to those standards in practice can be quite another.”

The regulatory framework (principally, the Food Safety Act 1990 and the Food Hygiene Regulations 2005 made under it) deems food unsafe if it is considered to be injurious to health or unfit for human consumption. It lays down general hygiene requirements for all food business operators

**Among the smaller businesses there is often much to be done to ensure compliance with the regulations**

Pest management in restaurants, commercial kitchens, retail outlets and even hotels should not only be trying to prevent the introduction of pests but also to reduce the conditions that may encourage pests or help them survive once they are established, says the British Pest Control Association’s membership manager, Kevin Higgins.

His organisation has devised a number of steps for hospitality firms and caterers to take to protect their businesses from pests such as mice, rats, cockroaches and ants. This includes effective prevention, integrated pest management and the need to keep records of any sightings.

On prevention, Oldbury says the disposal of food waste is an area where environmental health professionals “continue to see problems”. All pests have one thing in common: they are looking for food, warmth and shelter. The problem for food businesses is that it doesn’t take much food (in the case of a mouse just a few grams a day) to sustain an infestation.

“We find it tends to be one of the most neglected areas – but at the proprietor’s peril. Disposal areas are where most of the pests are attracted. Once they get there, they can then get into the restaurant, hotel or the supermarket quite easily if the

building structure is inadequately proofed,” says Oldbury.

Higgins also says to check stockrooms before and during a new delivery. “Common ways for pests to find their way into food premises are in stock deliveries, on second-hand machinery or via wooden pallets,” he adds. “Pests arriving in raw materials from overseas can pose unique problems. You can get exotic species coming in, and if the conditions are right they will thrive.”

For those businesses that suspect a problem, the advice is to deal with it sooner rather than later. Higgins suggests taking a note of any sightings and to use a trained professional to tackle the infestation. How they deal with pests may well change in the coming months as European regulations change.

Second-generation anticoagulant rodenticides are the go-to chemicals for rodent control. However, there is a chance that their use will be restricted to prevent other wildlife from being poisoned. This could mean that pest control companies have to visit more sites more often, which means costs may rise. However, Higgins says that those using a reputable member of a trade association shouldn’t see any great changes to the service they receive.

Given the potential public health risks posed by pests, and the reputational risks evidenced in the recent press reports, one of the most important considerations for those working in the food industry is how they go about choosing a pest controller. John Forrest at Forrest Environmental Services says it’s vital to have in place a proper programme of works and for both sides to know what is expected of them.

“In the event of a problem, recourse can be made to the service contract. The majority of pest problems I am asked to look into boil down to the contract and whether both parties are pulling their respective weights,” he adds.

**The BPCA has pulled together information on the top five pests for food businesses to be aware of, which is now available at the Footprint website: <http://tinyurl.com/nfuxmb>**



# Free for all

Nick Clegg's pledge to extend free school meals could be hugely important – if the Lib Dem leader gets the details right.

## The Political Print



THE COST of living crisis has dominated the front pages recently, so it was inevitable that the main political parties would unveil bold plans to help hard-up families at their autumn conferences.

In Manchester we saw the Tories pledge a £500m tax break for married couples, while the previous week Labour had vowed to freeze gas and electricity prices for 20 months. But from a food industry perspective the most eye-catching promise was a commitment from the Liberal Democrat leader, Nick Clegg, to extend free school meals to all children in the first three years of primary school. The deal, which was a condition of the Lib Dems' support for the marriage tax break, will more than treble the number of children eligible to receive school meals to around two million.

School meals have been a politically divisive subject ever since the Education Act of 1906 allowed (but did not require) local authorities to provide free school meals to children, and unsurprisingly the response to the new policy has been mixed.

Supporters, such as Henry Dimbleby, co-author of the recent School Food Plan, praise the shift away from an "us and them" culture in schools to a culture where lunch becomes a shared experience. Critics, however, complain of a bad use of public money and argue the policy amounts to a subsidy for children of affluent parents.

***Regression to using the cheapest ingredients will make a mockery of what could be a hugely important piece of food policy***

From a purely economic perspective the second argument has merit; however, the mistake its proponents make is to measure the value of food provision in purely monetary terms. There is plenty of evidence to suggest that diet has a direct correlation with productivity. If children, regardless of their affluence, perform better in school because they are eating a healthy meal every day then the value to society cannot be measured in pounds and pence.

The effect on the culture of the school is also intangible. If anything the universal

provision of free food will foster a culture of equality and remove the stigma that education professionals say affects children who currently qualify for free meals.

There is evidence too that providing free meals to children can result in them making better choices. A recent research project published in the *Public Health Nutrition* journal found that, when given a choice of meals, free school meal students were more likely to choose the more nutritionally valuable dish of the day than children who paid for their meals.



"Millions of parents across the country are feeling the squeeze. Over the course of a year families spend over £400 lunch

money for each child. I am determined to do all we can to help put money back in the pockets of these families. We will start with infant school pupils because teaching healthy habits young, and boosting attainment early, will bring the biggest benefits." Nick Clegg, deputy prime minister



And it's not just children who benefit from consistent food provision – employers also recognise the important role diet plays in the workplace. Google's policy of giving free meals to staff may seem like an act of frivolity from a filthy rich corporation, but in fact it is the latest in a long line of progressive companies to make the link between food and productivity.

More than a century ago Seebohm Rowntree created one of the first staff canteens in his father's confectionery factory in York as a means of preventing workers from going home and getting drunk at lunchtime. By staying on site and eating a good meal their productivity levels remained as high in the afternoon as the morning – almost unheard of in Victorian times.

So consistently available food at lunchtime is unquestionably a good thing, particularly for children for whom the school dinner may be their only proper meal of the day. But Clegg's promise is short on detail, and in order to be a fully rounded policy certain safeguards must be put in place.

Most important is that there is consistency in the quality of free school meals. It is vital that nutritional standards that Labour introduced for food in primary and secondary schools don't apply to academies and free schools, meaning many parents have few guarantees over the quality of the food being provided for their children.

Budgets also need to be ring-fenced so councils don't cut corners in their efforts to

meet their obligations to pupils. A recent investigation by the *Sunday Times* found that the budget for ingredients for meals in primary schools varies from 56p to £1.04 per pupil. In this respect, caterers have a role to play by working with local authorities to come up with creative menus which meet nutritional guidelines while hitting acceptable price points. Regression to using the cheapest ingredients will make a mockery of what has the potential to be a hugely important piece of food policy.

## In next month's issue...



**The cost of good food:** Stirling Council's service manager, Margaret Gilmour, and the Soil Association Food for Life programme manager (Scotland), Angela Mitchell, will provide an exclusive insight into the "food culture transformation" at schools in the county, from winning hearts and minds to balancing the books. "Staff are more productive; job satisfaction and morale have greatly improved; customer confidence has increased and parents know where their children's food comes from."



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SPONSORED FEATURE



## The Stock People Driving Growth through Sustainable Expansion and Brand New Look

**E**ssential Cuisine has unveiled a brand new, £1m state-of-the-art, energy-efficient production facility at its headquarters in Winsford, Cheshire, opening up 15 jobs to people in the local community.

The 1500sqm facility represents an expansion of the pre-existing plant of the British producer of premium stocks, jus, gravy, demi-glace and glaces and has been built to a criteria of exacting environmental standards. The final building has been awarded a high energy performance asset rating of B – the score indicates the energy efficiency of the building fabric, heating, ventilation, cooling and lighting systems. Over time, the move represents a significant reduction in The Stock People's Co2 emissions.

Essential Cuisine Managing Director, Nigel Crane, says: "The new facility offers a real statement of our intent to grow as a business. Such growth won't come at the expense of our core ethos as a committed UK manufacturer, however, which is why we have looked to recruit and train people from across the local community to join our team.

"Bringing our emissions down was another key driver in the development of the facility and we're delighted that it has received such a high efficiency rating. We are now fully equipped to move forward bigger, stronger, more united and more sustainable than ever before."

The new development also means that the majority of production is now able to be moved 'in-house', while customer orders can be fulfilled with shorter lead times. Crucially, the new space makes for improved product development capabilities, meaning the team can now get down to doing a lot more of what they do best: creating products that chefs love.



Alongside the expansion, Essential Cuisine has also revealed a refreshed new look. Formerly known as The Stock Specialists, the company has evolved to become The Stock People, while its branding, sales & marketing materials and website have also been updated to reflect the new look and feel.

Nigel continues: "With exciting expansion plans in place, the new look perfectly encapsulates our ambitions to grow as a business. Chefs can rest assured that it's the same great product; we've just updated the brand to let more of the Essential Cuisine personality shine through."

This month has also seen the launch of brand new campaign: 'Proud to be one of the Team', celebrating the unity of the modern brigade and the role the Essential Cuisine stock pot has to play in busy kitchens.

Nigel explains: "So many brands in foodservice are great at lauding individual chefs. Fewer recognise the skill of a whole team. These team structures - family units, each as important as the next - are instrumental in the success or failure of a kitchen and, therefore, a business. Chefs value these above anything else, and so do we.

"The Essential Cuisine stock pot is also an integral part of these teams, as reliable and indispensable as any member - we're incredibly proud to be part of so many thriving and exciting professional kitchens - proud to be one of the team."

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

### Creating ingredients to inspire.

For more information on the Essential Cuisine range call 01606 541490, email: [advice@essentialcuisine.com](mailto:advice@essentialcuisine.com) visit: [www.essentialcuisine.com](http://www.essentialcuisine.com) or find them on twitter: [www.twitter.com/@essentialcuisin](https://twitter.com/essentialcuisin)

## FOOTPRINT PUBS & BARS

# Roadmap to waste reduction

**T**HE INTRODUCTION of backhauling schemes and the development of a new anaerobic digestion (AD) plant are among the cost-saving options considered in a new research project designed to help pubs, bars and restaurants reduce waste, writes David Burrows.

Project Dragon was commissioned by the Hospitality Carbon Reduction Forum, which represents 13,500 pubs and restaurants including the likes of JD Wetherspoon, Mitchells & Butlers and Nando's. Collectively, members were found to be spending £46m a year on waste management. In spite of the growing number of AD plants in the UK, half of their food waste – 150,000 tonnes – is still ending up in landfill, which attracts high gate fees and taxes.

Legislation in Scotland and the hospitality and foodservice voluntary waste agreement elsewhere in the UK are also piling pressure on businesses to find more sustainable outlets for waste. With utility costs expected to rise at least 30% in the next three years, companies will have to increase their turnover by more than 10% just to maintain their business margins.

"The sector is up against it," explains Peter Charlesworth from the consultants Carbon Statement. "Scottish legislation due in 2014 will largely end the dumping of food waste to landfill, landfill costs are rising and fuel prices are continuing to drive up delivery and collection costs."

Given these pressures, not to mention corporate responsibility implications, the forum tasked Charlesworth and his team to investigate how to divert more food away from landfill and ensure cost-efficient access to AD. The findings have just been published in a 44-page report.

Charlesworth says there needs to be a "wholesale change in the way that companies manage their waste streams and their contractual relationship with the

waste providers". Transport holds the key, he tells *Footprint*: "It's the highest cost element in waste management."

But collaboration among the forum's members, as well as the introduction of backhauling, could help cut costs by almost a third. The more companies involved, the lower the costs. "We can significantly improve efficiency by collaborating on waste collection, making effective use of backhauling using the current distribution logistics operators and other companies who distribute products to the hospitality sector sites," the report reads. "There are significant savings possible by the sector collaborating on waste collections. From the statements and commercials received in managing this project the savings are in the order of 30%."

*With more AD plants coming online there may be a willingness for site owners to strike a deal with hospitality companies*

Charlesworth says there is interest, among those forum members he has spoken to, in looking at where collaboration could work.

There are also opportunities for waste contractors. The hospitality sector could provide "between 15% and 25%" of the extra AD capacity coming on stream in the next two years. There are 28 AD plants that have a capacity of more than 20,000 tonnes a year and facilities to handle food waste. Charlesworth expects this to increase to at least 67 by the end of 2016. These will all need quality feedstock, creating a larger demand for food waste and a more competitive market.



**More capacity.** By 2016 the number of large AD plants taking food waste will increase to 67.

All the forum's members currently pay for food waste to be collected and do not receive revenue from the energy generated. This will have to change. The report highlights a "willingness for the AD companies to strike a deal with the members that will enable them to secure food waste supply for a period of time and in return provide a gate fee reduction and index-link it to the price of electricity".

Charlesworth hopes to explore the details of the contract terms in the next phase of the project, which will also include pilots to put some of the suggestions into action. This includes the possible construction of an AD plant dedicated to taking food waste from members. Nando's has been approached by the food waste recycler AMP to scope out whether this is commercially viable. Charlesworth admits that it probably isn't. Other pilots include the use of Biffa's plant in Cannock as an outlet for the forum's food waste and the next step is to determine which of the pilots are viable – and to get hospitality and waste businesses involved. The benefits could be far-reaching.

Chris George, Whitbread Group's head of energy and environment, says the focus on collaboration will mean members "benefit from reduced landfill charges and transportation costs, reduced carbon emissions as we start to generate off site energy, and improved environmental impact, as we'll be doing more for less".





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## The future of fishing

Discards and bycatch could be history thanks to a revolutionary approach to fishing.

**I**MAGINE IF EVERY fish landed on a trawler was alive, in perfect condition and small fish, sharks and other species could be safely released underwater before a catch was lifted aboard.

That's the reality a partnership project between scientists and three New Zealand fishing companies is touting.

The technology they've developed, known as precision seafood harvesting, does away with traditional trawl nets, and instead contains fish inside a large flexible PVC liner where they can swim comfortably underwater before being sorted for the correct size and species and brought aboard.

The design allows fishing vessels to target specific species and fish size. It also greatly increases protection for small fish that can swim free through "escape portals" and non-target fish, known as bycatch, which are released unharmed.

Once on the deck, the fish are still swimming inside the liner, meaning fresher, more sustainable fish for consumers and higher-value products for fishing companies using the technology, say those behind the project.

*This is the biggest step forward for commercial fishing in 150 years. We're set to change the global fishing industry for the better.*

"This is the biggest step forward for commercial fishing in 150 years," says Eric Barratt, the CEO of the fishing company Sanford and chairman of the industry body Seafood New Zealand. "What we've developed has huge benefits for fish stocks, the environment, consumers and our seafood industry. In the process we're set to change the global fishing industry for the better."

Sanford and fellow fishing companies Aotearoa Fisheries and Sealord are investing NZ\$26m (£13m) into the project in a partnership with the New Zealand government, which is matching the investment. Researchers at the science company Plant & Food Research will be developing and trialling the technology on commercial fishing vessels. "The industry partners deserve a pat on the back for bringing fishing into the 21st century," says the company's science group leader Alistair Jerrett.

Jerrett's team built their own underwater cameras to see into traditional trawl nets. He says the "aha moment" was asking: Why do we have to strain these fish out, why do we have to exhaust them, why do we have to damage them during harvest?

"The new system changes all of that," he says. "One of the objectives is to make sure that any animal that reaches the surface, if we can't select it out underwater, is delivered back to the sea unharmed."

The head of Aotearoa Fisheries, Carl Carrington, says it's good news for sustainable fishing and "enhances our access to sustainability-conscious consumers, improves product taste and quality, and is good for value growth".

In Europe, fishing quotas mean that fishermen targeting a particular species or size of fish will throw back any "non-target" or "too small" fish that they catch. This is the practice Hugh Fearnley-Whittingstall has been campaigning against.

Changes to the EU's Common Fisheries Policy were agreed this summer. While weaker than some had hoped, the new legislation includes the aim of rebuilding fish stocks, sets a legally binding target to end overfishing, and commits to reducing bycatch and discarding.

# WASTE MANAGEMENT

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# The ugly truth

Food waste is costing the retail grocery sector £6.9bn, with complex supply chains creating a piecemeal approach to waste prevention. Manufacturers and retailers need to refocus their efforts, says **David Burrows**.



But WRAP's research goes further than the amount and cost of waste: it considers where in the chain it arises, what it is and what is happening to it (see below). This is one of the most detailed pictures of grocery chain waste ever. For example, we now know that of the 6.5m tonnes, 4.9m (75%) is from food and drink manufacturers, and the majority of that (3.9m) is food waste. A third (1.3m tonnes) of that food waste is recycled, while much of the rest (2m tonnes) is spread onto land.

David Bellamy is environmental policy manager at the Food and Drink Federation. He lists the commitments made by federation members to reduce and recycle more waste, including the "zero waste to landfill" target for 2015. There is also the Courtauld Commitment, which he says has "proven to be an effective means of delivering real reductions" in waste.

Phase two of the voluntary commitment saw supply chain waste fall by 8.8%, beating the 5% target. In phase three, food, drink and packaging waste must be cut by 3% between 2012 and 2015. However, critics suggest that these targets do not go far enough and argue that legislation might be necessary to curb the waste culture that appears to still permeate the food chain. At the very least, the sector needs to take a closer look at its supply chains.

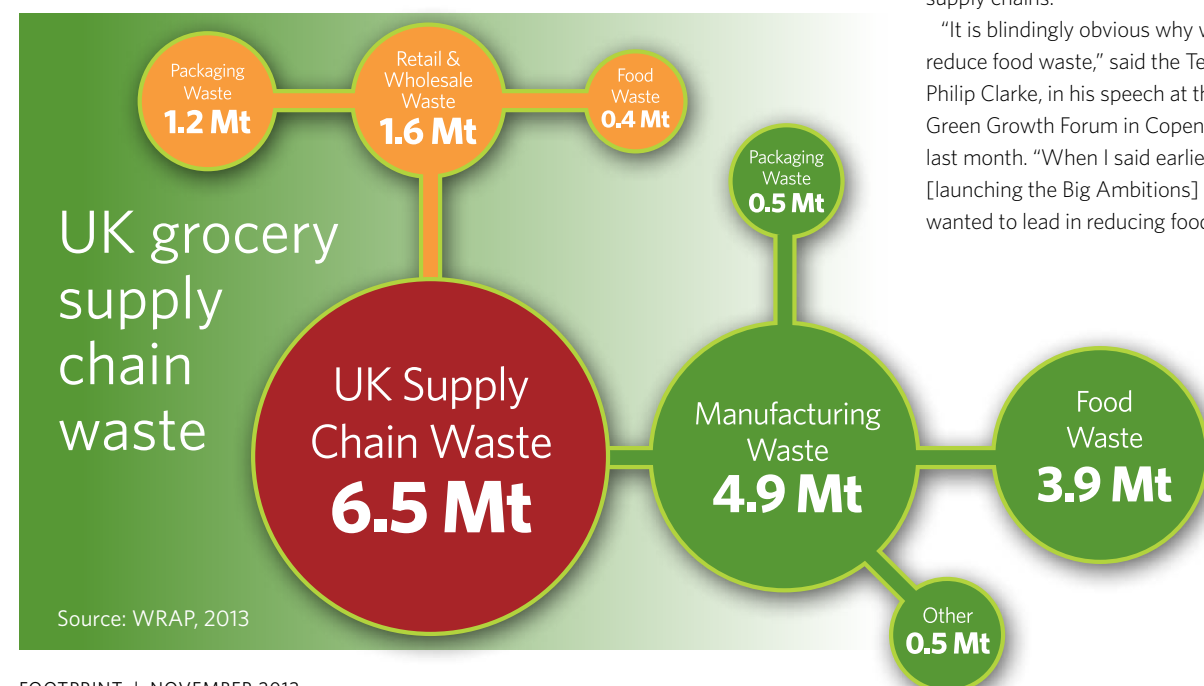
"It is blindingly obvious why we need to reduce food waste," said the Tesco CEO, Philip Clarke, in his speech at the Global Green Growth Forum in Copenhagen last month. "When I said earlier this year [launching the Big Ambitions] that Tesco wanted to lead in reducing food waste,

the supermarket, used in manufacturing and foodservice or diverted to food banks, the cost of just throwing it away – economically, ethically and environmentally – has reached a tipping point.

The government's waste advisers at WRAP have just published data suggesting the UK grocery retail sector is throwing away 6.5m tonnes of waste every year. That equates to about £6.5 billion of waste, when the cost of the food and ingredients, the energy and water and the disposal and lost profits are all factored in. Indeed, the cost of chucking away a tonne of waste has almost doubled – from £500 to £950 – principally due to rising energy and raw material prices.

RETAILER STANDARDS can result in 40% of edible produce being rejected, and then often ploughed back into the land or siphoned off for animal feed. DEFRA, for one, has claimed that the standards are unsustainable, while last year, on the back of one of the worst growing seasons for some time, supermarkets started accepting wonky carrots, knobbly spuds and slightly battered Brussels sprouts. The Co-operative said it was about being pragmatic after an abysmal harvest. Shoppers proved equally rational, happy to buy imperfect pears and bent beans.

Now awareness has been raised, pressure is growing to ensure that ugly fruit gets a look in whatever the weather. Whether it's sold in



# Greengrocery

## Stories in sustainable retail



NEW APPOINTMENTS at Defra haven't gone down too well with the farming fraternity, not least because there's currently no minister of state for agriculture.

George Eustice and Dan Rogerson are both listed as parliamentary undersecretaries. The roles and responsibilities are "subject to change", according to the Defra website, but this hasn't appeased *Farmers Weekly*, which said: "It would suggest the importance of farming has been demoted once again." So what can we expect of Eustice and Rogerson? Both are from Cornwall and have spoken in support of farmers on two big issues: dairy prices and badger culls. Eustice, in particular, is being pushed forward as a "friend of the farmer" given his past criticism of farmer exploitation by retailers. As a former producer of cauliflowers and strawberries for the multiples he has written before about the "sharp practice" he was subjected to.

SAINSBURY'S APPROACH to business appears to be paying off, with another rise in sales – like-for-like sales were up 2% in the quarter to September 28th. It also provided an update on progress towards its 20x20 sustainability plan. There was a UK farmer-friendly feel to the update: 100% British pork (fresh) on shelf; top spot for homegrown apples and pears; and the launch of a new agricultural graduate scheme developed in partnership with suppliers.

STILL ON FARMING (can you tell we've read *Farmers Weekly* and *Farmers Guardian* this month?), the NFU's Buy British campaign bus has been touring the country to get people to sign up to its "Back British Farming Charter". Waitrose and the Co-operative have jumped on board. Also signed up is Morrisons which, along with Aldi and Budgens, got a pat on the back this month for stocking 100% British lamb. Figures at Sainsbury's, M&S and Waitrose were also a respectable 85%. But "newfound farmers' friend" Tesco only hit 55%. After being sent New Zealand lamb in their Tesco home delivery service, one farmer ("disgruntled of Lancashire"), quizzed the supermarket's customer services team. "British lamb isn't in season," came the reply, during what is considered "peak domestic production" time. Ahem.

I wasn't just talking about reducing food waste in our own operations. I meant making a difference from the farmer's field to the customer's fridge, and beyond."

As *Footprint* went to press, the supermarket had just published a warts and all "waste footprint" of some of its products in a bid to identify where savings can be made – from farm to household bin. As a result, it'll be ditching some multi-buy promotions on fresh produce and working with suppliers to reduce losses in the field.

The transparent approach is a welcome one. "With greater pressure on resources, supply chains will now come under greater scrutiny," explains Jamie Pitcairn, Scotland director at consultants Ricardo-AEA.

"Resource use is not properly accounted for across supply chains and waste at each stage is not seen, which results in a piecemeal approach across the chain."

Pitcairn says there needs to be "a shortening of the chain", with more transparency which will expose the inefficiencies and enable new leaner practices to be adopted.

WRAP's food and drink programme manager for manufacturing and retail, Estelle Herszenhorn, agrees that retail supply chains can be long and complex. "The research we've done shows that it's a pretty complex picture," she says, "and there aren't just one or two causes" of waste. "Food companies are working to make their businesses more efficient, but they have complex supply chains which affect how and why waste arises."

Given the spotlight cast on the retail food chain in the wake of the horse meat scandal, and subsequent commitments to shorten supply chains, now would seem to be the perfect time to evaluate waste in the chain. Herszenhorn suggests that a refocusing of priorities is required to get to grips with the 6.5m tonnes of waste her team has uncovered in the retail chain.

"Good progress has been made" through initiatives like the Courtauld Commitment "but one of the reasons of the new report was to illustrate the tonnages of waste and the values of that to engender more of a focus on waste prevention."

Doing so could provide also some handsome returns.



# Has London struck oil?

Changes to EU laws and a new biodiesel site in the capital could push up the price for used cooking oil, reports **David Burrows**.

LONDON BOASTS the highest concentration of food businesses in the country. This includes an army of 8,000 fast food outlets. There are also mobile caterers, airport dining lounges, contract caterers, food manufacturers, schools and a host of other sites that all rely on one ingredient: cooking oil. And this means there's a plentiful supply of used cooking oil (UCO).

London generates between 32m and 44m tonnes of used oil every year, according to new research. By law, it can't be poured down the drain, so it's collected and some of it is turned into biodiesel. There's a decent economic incentive for this: the 20p-a-litre tax break for biodiesel used in road transport might have gone, but in its place has come double RTFCs (Renewable Transport Fuel Certificates) for UCO-derived biodiesel. The rise in thefts of UCO demonstrates that it's a valuable resource.

Another incentive is the move to limit the amount of food crops used to produce biofuels. In October, the Committee on Food Security – one of the most inclusive intergovernmental forums – urged governments to review their biofuel policies given that “in some cases, current biofuel production creates competition between biofuel crops and food crops”. Europe is already doing just that: the European Parliament recently backed plans to cap the use of food crops for

biofuels at 6% (rather than 10%).

This could open the door for more fuel from UCO. “By capturing used cooking oil right here in London and turning it into biodiesel we could provide 20% of the fuel needed to power London's entire bus fleet, while saving more than 50,000 tonnes of carbon dioxide and creating hundreds of new jobs,” says the city's mayor, Boris Johnson, who is keen to investigate the potential of London's extensive feedstock of UCO.

The specialist environmental consultancy LRS has just presented the findings of its study to the Greater London Authority, which assessed whether UCO could be manufactured and blended in London in a “circular economy application” that would provide such significant environmental and economic benefits.

“The general appeal of promoting biodiesel production from UCO is undeniable,” the report says. “The reuse of UCOs supports the development of a circular economy, by finding an innovative secondary use for a

waste material that is under strict disposal controls and can be extremely problematic when disposed of illegally through the sewerage system.”

Collection – as is often the case with waste – is highlighted as one of the challenges. Most of London's UCO is sent to the big processing plants in Scotland and northern England.

What's more, not all the UCO is suitable for conversion to road transport fuel given the fat content – a high fat content will make the fuel prone to solidifying at low temperatures. Pure Fuels, for example, will only collect soyabean, sunflower, canola, rape, corn and groundnut UCO. Another company, Uptown Oil, which produces 2.2m litres of biodiesel a year, says that approximately 10-20% of the UCO it collects cannot be processed into biodiesel.

*This is a waste that a few years ago many food outlets would have poured down the drain.*

Lower-quality (higher fat content) UCO also has lower commercial value: LRS found the price can vary from 45-60p a litre at the top end to just 25p a litre at the bottom. Still, this is a “waste” that a few years ago many food outlets would just pour down the drain.

So could a London-based biodiesel facility and changes to the laws on the use of food crops in biofuels push up prices for UCO?

“The margins on biodiesel production are fairly thin,” says the LRS principal consultant Hugh Smith, “and a lot of the profit margin is in the collection side. People might like to think the price [for UCO] would go up, but

I'm not sure that'll be the case. The economics are fairly well balanced.”

Only one company interviewed by LRS felt it would “definitely be viable” to manufacture biodiesel from UCO in London. All the others would consider a blending plant given the extent of the potential contract on offer with Transport for London and the capital's bus fleet.

Name	Outlet	Weekly UCO (litres)	Price/l	Collector
Brady's Catering	Small restaurant, takeaway	17	50p	Groves Catering
Sea Shell	Large restaurant, takeaway	400 (groundnut) 200 (veg oil)	30p	Thames Valley Oil
Fish Club	Takeaway	100	15p	Friars Pride

**Cash for oil cooking oil.** The price paid for UCO can vary depending on the quantity and quality, according to LRS's study.

# HEALTH AND WELLBEING MATTERS

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## food waste stories

sharing good ideas on food waste reduction + recycling

### Thai Pumpkin Soup

Byam Trotter of Trotters Independent Condiments shares his recipe to use up pumpkin flesh after carving...

- 1 tbsp veg oil and 25g butter
- 1 clove of garlic
- 4 shallots
- 2 red chillies
- 1tbsp lemongrass, chopped
- 500ml chicken or veg stock
- 475g pumpkin flesh
- 350ml coconut milk

### Method

- Melt butter, add oil and cook garlic, shallots, chillies and lemongrass over low heat.
- Stir in coconut milk, stock and pumpkin and boil until softened.
- Blend and serve garnished with fresh basil.

### New Year's Revelation

Scotland's new waste Regs - costs or savings? From 1st Jan 2014, all Scottish businesses must recycle 5 key streams, with many food businesses obliged to recycle food waste. Although many see this as a hassle, our own research revealed surprise cost benefits. Read our full 'New Year's Revelation' report online, plus the low-down on our Roundtable uniting business owners and top-level Scottish policy makers.

Read our full H&FSA blog & use our free food waste matchmaking service

foodwastenet.org.uk



Eco xmas jumper cups by vegware

## FOOTPRINT FINAL THOUGHT



# Businesses must adapt to survive

From floods to droughts and heatwaves to snow drifts, the UK's climate is changing. Food businesses, more than any, need to change with it, says **Ashley Clarkson**.

**A**PRIL'S FOOTPRINT had a striking image of a lamb born into freezing weather. A little over three months on and we were basking in record July temperatures. Now into October, the days are shortening and winter will soon be on its way.

But the weather is changing year by year as well as during the year, and that means businesses have to adapt. Some food businesses are already doing so, adapting their supply chains based on recent harvest experiences - especially within the last 12 months. But while the focus of the supply chains manages the risk on weather patterns and availability of product for the market, other factors are also seen as a critical part of this strategy.

*It is not always about the weather - political changes can affect supply chains too*

For example, political changes in north Africa have affected the traditional supply of out-of-season fresh produce. Also, the potential strike of Colombian workers in the banana industry, which was reported in June, could have hit supplies to the UK. So it is not always about the weather and climate change.

One aspect of climate change to consider for the long term is that it could affect which crops can be grown in the UK as well as overseas. This is potentially both a threat to traditional supplies and also an opportunity in terms of bringing in other countries to grow new products.



Being too reliant on one location for all of one particular product will carry too much risk for businesses. If you are one such business, then you should as a priority consider reassessing your position and establishing links with other parts of the world.

Having a broad supply base will certainly help food businesses take advantage of the established countries of supply and it will also allow them to explore potential new areas for the future. This could be one area that, for example, the coffee industry, should look to exploit. Foodservice companies such as cafés could also try to supply their customers with a range of coffees from around the world to help broaden the tastebuds and experiences of their customers.

Ashley Clarkson is associate director in the Grant Thornton UK food team.

## SPONSORED FEATURE

# Sean Millar of Oleanix talks about the revolution in eco-safe cleaning solutions



**You have slightly quirky beginnings. Tell us about the origins of the company?**

Oleanix were originally involved in carpet cleaning chemicals. Because we wanted to create a cleaned environment that was really safe for babies to crawl upon we developed chemicals that were non toxic and safe for humans and by default safe for the environment.

**Who are you currently working with?**

Diverse spread of industries including Facility Management companies University of East Anglia, Nottingham University, food manufacturers, national train companies, contract cleaners, fire and flood restorers, holiday parks, pubs, breweries, food retailers, etc

**Give us an example of measurable results achieved?**

We have been working with one of the UK's largest snack foods manufacturers and through extensive trials in one of their processing plants we have saved them £52,000 in chemical and PPE equipment, £480,000 through increased production time due to significantly reducing the cleaning time and 15,000 tonnes of water. We have achieved similar results with a well known chip manufacturer. The FM company cleaning the Universities have seen a reduction in cleaning time of just under 30%. We have just finished a trial, with one of the UKs largest supermarkets, through their FM Company, to clean their floors - our product beat 2 competitors in the trial with the floors being cleaner and in use costs lower so we hope to win the contract.

**Would you say that we are seeing a change in attitude towards cleaning material from bigger organisations?**

Some bigger organizations are genuinely concerned about the impact of harsh cleaning materials on the environment and are prepared to factor the benefits of using eco-safe cleaning products into their operational mix. Speed of change however can be slow as historically green cleaning products were nowhere near as effective as they are now and companies need to be convinced of their effectiveness.

Unfortunately some companies still see cleaning as something that is a necessary evil and really outside of what they do as a business so they continue to use cheap harsh and environmentally nasty products. We hope that as these companies hear about the financial savings that can be made through deeper, quicker green cleaning their attitudes will change.

**What about smaller businesses?**

Speed of change can be much quicker although environmental impact is often low down on smaller companies list of priorities. However the more entrepreneurial small businesses see effective green cleaning chemicals as a businesses opportunity to offer prospective clients a new product that will meet their CSR aspirations and thus win them new business.

**The attitude seems to be that if you cannot smell a chemical element, its therefore less clean?**

There is often a perception that if it smells of bleach or lemon then you know it has been cleaned when the reality is that the smell only indicates a cleaning agent has been opened and maybe a splashed about a bit. It is not an indication of cleaning efficacy and the bleach/lemon smell may well be masking the fact that the surfaces are not clean by overpowering the odours of the dirt. For food contact applications fragrance free certified food safe chemicals such as Oleanix Multi Purpose Cleaner are the only way

to ensure taste tainting does not happen.

**It is however true, that natural and other naturally-derived raw materials are less toxic than synthetic ones?**

Most natural and natural derived raw materials are less toxic than many synthetic ones and when blended together in a good formulation will have less environmental impact. However using natural raw materials that would require acres of rainforest being destroyed to harvest them means that safe synthetic versions of natural ingredients can help optimise the eco-balance.

**Can you give us a feel of the scale of the problem and the impact that chemical based cleaning materials are having on the environment?**

Volatile Organic Compounds are present in most cleaning chemicals. Some VOCs are dangerous to human health or cause harm to the environment. Harmful VOCs are typically not acutely toxic, but instead have compounding long-term health effects. There are no VOC's in Oleanix Multi Purpose Cleaner.

**Do you anticipate a big change in the cleaning material landscape?**

Change is happening and the speed of change will accelerate as people realise that there now some extremely effective eco-safe cleaning products available.

**Tell us more about considerations such as packaging, logistics, water use in the manufacturing process....**

At Oleanix we believe in minimising the carbon footprint of getting our products to end users. We manufacture highly dilutable concentrated chemicals so that one 5 litre tub would typically make 100 to 250 litres of usable solution reducing the amount of packaging that is required to deliver our products and also the amount of impact made on the environment delivering the product to our clients. Our manufacturing process is incredibly water efficient with all process water recycled and re-used.



# Q&A session

with **Roger Oliver**,  
managing director, The  
London Linen Group



exciting topic but the aim of achieving an excellent high quality service essentially in a manufacturing environment is challenging for all involved. Progress has been built on service and quality, especially in The Caterers Linen Supply division where through being flexible, eco-friendly and personable, within five years we are challenging the market leader.

**Q: With steep increase in costs, energy is one of the most burning topics in the industry. Have you seen payback on your investment accelerated?**

Yes, our return on our investment in the environment continues to be favourable in a business and philosophical sense. We have worked a great deal on reducing energy and reducing the wasted energy in our factories – this has achieved payback which does increase as energy costs climb. Unfortunately obviously so do our general energy costs! But we are in a better position with the efficiencies we have generated.

**Q: You have talked about environmental benefits of your investment. You employ a large number of people, some of whom are second generation; what about the social impact of what you do?**

We have a large multi-cultural workforce and working together is both critical and has a wider social impact. We are a major employer in our area and take this responsibility very seriously. We have equal opportunities policies and many programmes and facilities underway to assist our staff. Their well-being is always a high priority and we are proud of our excellent staff retention rate. We endeavour to play a key role in our community and within the industry. We undertake considerable charity work and support both local and industry charities.

**Q: We have touched on the ROI but have you seen an economic benefit of you helping your customers lessen their own impacts and to become better businesses?**

Yes absolutely. We have definitely seen an increase in business since enhancing our environmental credentials. Many businesses are delighted that we can help them to be more eco friendly and provide a more sustainable offering to their end-customers. We do everything we can to assist our customers with their sustainability goals.

**Q: Roger, The London Linen Group is your family business and the family tradition of this will play a big part of your ethos. How does your progressive direction sit with this?**

The family values of service, quality and listening to customer requirements continue to underpin the business. The family traditions of daily quality review and weekly service meetings continue to help drive the progressive service of the divisions whilst developing a greener service and more eco-friendly products. We are very proud that The London Linen Group has grown to be a market leader in its chosen specialist areas whilst retaining the key values of service, quality and attention to the customer of the family company. Since the company was founded in 1935 we have run an innovative and progressive business – being the first to introduce linen rental to the London market and striving to provide excellent customer service whilst looking ahead to the future. We have developed three specialist divisions within the group that each cater specifically for a unique sector of the national hospitality market. We are therefore able to tailor our products and service precisely for our individual customers in their markets of fine-dining, casual-dining and contract or event catering.

**Q: You have implemented huge changes in your daily operations. What was your drive in affecting these changes?**

First and foremost we care about the environment and we wanted to try to make our business more environmentally friendly

for this reason. Also, we always do our very best to respond to our customers' needs and requirements and our clients were requesting a more eco friendly supplier so that they could then pass these credentials down to their end-customers. We did, and continue to do, everything we can to make our products, processes and procedures more sustainable. This includes amongst many other things reducing our energy and water usage, reducing our linen miles (transport mileage), developing sustainable products and reducing and recycling our waste.

**Q: I suppose the question is, do your customers truly care or is a piece of linen just a piece of linen?**

Our customers do certainly care and so do we! In our experience a piece of linen is never just a piece of linen! Nor would we want or expect it to be! Our products have to be high quality and right for the individual customer; and the service has to match this. Accompanying this are the process, logistics and values. As a linen hire and laundry company, to be a successful supplier to your customers, you have to offer and deliver the whole package.

**Q: People overuse the rather grandiose phrase of 'cultural change'. One can perhaps get excited about 'cultural change' in the way waste is channeled, or logistics or energy savings but linen and the laundering of, is not the most exciting topic. So how do you make this subject exciting so people understand the enormous changes you have made?**

Linen and laundry may not appear the most

# Geronimo Inns case study



**W**E STARTED using EkoChef products as part of our 'small changes make big impacts' approach to the environment – it's the entire sector's responsibility to try to do one thing greener and they'll see that just a step in the right direction is positive for the environment as a whole." Ray Brown, Food Director at Geronimo Inns

Over the past three years Geronimo Inns have made it its business to start building its green credentials. Our approach has been to make small steps in bringing the green elements of our business to the forefront, all of which have added up to some big changes and we're really in our stride now.

One of the small changes we've made – which have had a real impact – is to approach our linen supplier for an assessment of what we could be doing in this area, as we were aware that the constant washing and replacing of chef whites, for example, has a pretty big carbon footprint.

We were pretty amazed (and slightly sceptical) when we were shown the EkoChef range by London Linen and were told they were made from recycled plastic bottles. They looked and felt like good quality chef whites to us, but the real test was how would the chefs – a notoriously hard bunch to get anything past – feel about them.

After a four pub trial the proof really was in the pudding; the chefs found them comfortable and durable and were really happy with them. We hadn't originally told



them that they were made from plastic and everyone was surprised when we made that reveal. They were also pleased; our staff want to work for Geronimo Inns because of our environmental ethos so everyone was really on board with this change.

We've since rolled them out across the business and are pleased to be part of a movement that is having an impact on the wider environment. It takes 25 two litre PET bottles to make one EkoChef jacket, which saves 2.5 tonnes of CO2 per 1,000 jackets

compared with standard polyester. There is also the consideration that it takes 80% less energy to produce EkoChef jackets from materials already available – that's a real impact saving!

We hope that our use of EkoChef jackets will have a positive impact on the public's understanding around what the hospitality industry is doing to drive green policies, and also encourage other companies to think about the small changes they can make, that can make a huge difference.



# The London Linen Group

**T**HE LONDON Linen Group provides quality linen hire and laundry services to the hospitality markets in the capital and across the UK. It is a long established company, with a stainless reputation, which takes pride in offering excellent customer service as standard.

Always seeking to improve and innovate, in recent years The London Linen Group has been shining a light on the environmental impact of its activity. It's been remarkably successful; and is now setting the standard for sustainability within this sector.

The foundations for this 'green' philosophy were laid in the company's £3.5million investment in a new factory. This embraced new technology and made environmental issues a priority not a by-product. This factory, in West London, is the only steamless laundry in the UK, this results in significantly decreased energy loss and more efficient use of power and energy. The London Linen Group also now uses a massive 70% less water than conventional laundries. Overall, a 35% energy saving has been achieved since the construction of this new factory.

The Continuous Batch Washer is only the third machine of its kind in the world: such are its green credentials that it qualifies for an Enhanced Capital Allowance. Who says that it doesn't pay to be good?

Alongside these major innovations which place The London Linen Group in the vanguard of commercial environmentalism, it has implemented many small changes which others across this industry and



others could easily emulate. 'Food miles' are a common consideration when walking around a supermarket these days, but have you ever considered 'linen miles'? Probably not, but The London Linen Group has. It works hard to plan its transport routes and calculates and implements the lowest mileage routes between venues, and is gradually replacing older vehicles with more environmentally friendly ones.

All products are carefully sourced, from cotton and linen to detergents; packaging has been reduced to a minimum with significantly less plastic than previously. Packing and delivery now takes place in recyclable washable laundry bags and materials such as cardboard, paper, pallets and detergent drums are all recycled. Waste linen products are separated and sent on to be converted for alternative use or rags,

and end-of-life garments are donated to charities.

The London Linen Group also seeks to work with other companies which share its values, such as its printers, who are now accredited by the FSC (Forestry Stewardship Council).

Staff are given appropriate training and encouraged to adopt and promote a positive and responsible awareness towards the environment - from the big things to the smaller. They are pleased to see the Managing Director cycling to work most days!

The London Linen Group is constantly looking for ways to reduce its carbon footprint and make the company greener, this is an on-going quest, but sometimes an idea really captures the imagination. For example, new ground-breaking products for

the British catering market have been created: the EkoChef range of jackets, trousers and aprons.

Made from recycled bottles and waste polyester fibre, these new greener garments have all the durability and quality required for a chef's harsh working environment, but with a significantly lower environmental impact.

It takes 25 two litre water bottles to make just one jacket, saving 2.5kg CO2 per jacket compared to the disposal of the same number of bottles by incineration. This, coupled with an 80% reduction in energy required for production and a significant overall reduction in greenhouse gas emissions, ensures the EkoChef jacket offers environmentally conscious restaurants, hotels and caterers a highly innovative and more sustainable option. Most of all though,

they are popular with chefs - comfortable to wear, cool in the kitchen and absolutely fit for purpose.

Happily for The London Linen Group all this effort and activity has won many fans, and not a few awards. It received runner-up status in two Footprint Awards - the Sustainable Use of Natural Resources

Footprint Awards in both 2012 and 2013, and the Corporate Social & Environmental Responsibility Award 2012. And earlier this year won the new ACE Sustain Corporate Award which recognizes those that stand out in the foodservice sector for innovation in their approach to sustainability and corporate social responsibility.

## Logistics

- Our transport routes ("linen miles") are carefully worked out to ensure we use the lowest mileage possible.
- With 3 divisions, we work together to share deliveries and delivery routes so that a minimum number of vehicles are on the road.
- We are well underway with our vehicle replacement programme whereby we are replacing our delivery vehicles with vehicles that have more environmentally friendly

statistics and higher performance levels.

- Based in West London, we are ideally situated with great short links into London and key routes nationally.
- We have a Northern depot for deliveries to customers in the North of England.
- We provide staff transport for large numbers within one vehicle throughout the local area.
- We encourage employees to car share or cycle when travelling to and from work - our Managing Director even cycles to work most days!





**LONDON  
LINEN GROUP**  
Est. 1935

# NATIONAL LINEN HIRE & LAUNDRY SERVICE

3 specialist divisions  
tailored to your needs



**THE CATERERS  
LINEN SUPPLY**



**LONDON  
WORKWEAR RENTAL**



**LONDON  
LINEN SUPPLY**  
Est. 1935

Chef's wear  
EkoChef wear  
Work wear  
Uniform  
Kitchen items  
Table linen  
Napkins

THE LONDON LINEN GROUP  
020 8574 5569  
[sales@londonlinen.co.uk](mailto:sales@londonlinen.co.uk)  
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