

**FAIRTRADE FANTASY**

What Nestlé boss really thinks of green labels

**TIME FOR TEA**

Big firms focus on sustainable supplies

**PACK ATTACK**

Retailers urged to promote packaging

**FEMALE FARMERS**

With some help they could feed the world?

# FOOTPRINT

SUSTAINABLE RESPONSIBLE BUSINESS

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



APRIL 2014 £4.50

## Driven to temptation; ignoring the consequences



Doughnuts with a third of the fat

Drive towards small scale AD plants

The forgotten calories in wine

Why MasterChef is not about healthy eating

Sustainable Supplier Focus:



**DON'T MISS OUT**

**FOOTPRINT AWARDS 2014**

Book tickets now to the fabulous gala dinner at East Wintergarden, Canary Wharf on 22nd May!

[www.footprint-awards.com](http://www.footprint-awards.com)



# new innocent super smoothies



A tasty blend of fruit, veg, botanicals and crushed seeds, fortified with vitamins and minerals, available in three delicious recipes.

tastes good, does good

innocent super smoothies are fortified with vitamins and minerals. For full health benefits see product labels.



## CONTENTS

### News

- 4 Report: Food security is a tall order and answers are in short supply
- 7 Review: Why girls need power to help feed the world
- 8 Waste Watch: Lords call for a ministerial waste champion
- 9 Interview: Nestlé's head of agriculture gets frank about Fairtrade

### Comment

- 11 My viewpoint: Why Scottish food and drink should be big news this year, and next

### Features

- 12 Profile: John Torode sits on the sustainability fence – kind of
- 14 Pubs & Bars: Can calorie labels on wine help curb obesity?
- 15 Health & Vitality: The doughnut that's not so naughty
- 16 Contract Catering: Winner or loser? Scotland's Commonwealth Games food charter
- 18 Grocery: Retailers can help turn packaging from green sinner to winner
- 20 Energy & Equipment: Small AD sites offer big potential
- 22 Supply Chain: Sustainable palm oil standards under the spotlight
- 23 Green Scene: Stormy weather should force a rethink on environmental policy

## CONTACTS

### Editor-in-chief:

David Burrows - david@foodservicefootprint.com

### Chief subeditor:

James Eagle

### Contributors:

James Withers, Anthony Pearce, Kath Dalmeny, Richard Gueterbock, Robert Tregay

### News:

David Burrows - david@foodservicefootprint.com  
Niki Goddard - niki@footprintmediagroup.com

### Art direction:

Trevor Marshall - trevor@foodservicefootprint.com

### Film & new media:

Duncan Smith

### Online content & social media:

Niki Goddard - niki@footprintmediagroup.com

### Head of business development:

Anya Hart Dyke - anya@footprintmediagroup.com

### Financial controller:

Eve Mahler - eve@footprintmedia.org

### CEO:

Nick Fenwicke-Clennell - nick@footprintmediagroup.com

### Managing director:

Charles Miers - charlie@footprintmediagroup.com

### Advertising:

advertising@foodservicefootprint.com

### Accounts:

accounts@foodservicefootprint.com

## COMMENT

### Flash in le pain

David Burrows  
Editor-in-chief



**B**ONJOUR, BONJOUR. This month I'm writing my column from France. More specifically: the south of France. Where the skies are clear and the air is warm. More specifically still: sitting in a café (outside), in a T-shirt, with a croissant. I could get used to this. *C'est la vie.*

I've just been flicking through a local rag (dusting the cobwebs from the part of my brain which once harboured my A-level French) and what do I find but a page dedicated to foodservice. There's a story about how chefs here are railing against what they see as a "food porn" trend – when diners take photos of their meals and post them on social networking sites. Some think it's good publicity, but others are quite upset by it.

"Our aim is to create a special moment in time for our clients," grumped Alexandre Gauthier of La Grenouillère, which is situated 60km (sorry, 37 miles) from Calais. "And for that you have to switch off your phone." I can see his point, so I'll refrain from shooting my *petit*

*déjeuner* and the views beyond.

The other story also involves an affront to French cuisine – this time in the form of *malbouffe*, or fast food. L'Observatoire du Pain (yes – they have a lobby group focused on French bread) is up in arms as les Big Macs eat into the sandwich market. A century ago the French scoffed three baguettes a day. Each. *Bonnet de douche*, as Del Boy might say. By the 1970s this had fallen to just one. And today it stands at half a baguette a day.

A study released by the marketing firm Gira Conseil (which I have since seen picked up by the *Telegraph*) showed that 75% of French restaurants now sell beef in a bun. Nearly half of all sandwiches sold over here are now burgers, while fast food outlets outnumber traditional restaurants; all of which means less eating of baguettes.

So the renowned French two-hour lunches washed down with wine are about as relevant as Englishmen in bowler hats, claimed the local paper. Still, I'm a traditional guy and it's almost lunchtime ...

Footprint Publishing Ltd, a subsidiary of Footprint Media Group, cannot accept responsibility for unsolicited submissions, manuscripts and photographs. No part of this publication may be reproduced without the written permission of the publishers. Whilst every care is taken, prices and details are subject to change and Footprint Publishing Ltd takes no responsibility for omissions and errors. We reserve the right to publish and edit any letters. All rights reserved.

**Green 10**

9/10

Packaging

www.greentten.co.uk

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

**9/10 Packaging**

**Definition**  
It will soon become a legal requirement for food service providers to monitor and report upon the volumes of waste associated with packaging and delivery. Green10 calculates the volume of input and output waste associated with the delivery of goods by site.

**Measurement**  
We are working with clients and suppliers (product decanting/minimal packaging) to develop processes that adhere to best practice guidelines. By doing so we will be well placed to comply with any new legislation, connecting clients with suitably qualified waste contractors. As packaging information becomes more widely available, such data will be linked to product specifications so that input and output waste is calculated.



# Few solutions to a world of problems

Feeding the world come 2050 is a tall order, but answers are in short supply.

**David Burrows** left a London summit with more questions than answers.



JOURNALISTS ARE sometimes prone to exaggeration, but *The Economist's* deputy editor, Emma Duncan, was not underplaying the situation when she opened this year's Feeding the World conference by describing food security as "undoubtedly" one of the most important issues facing the planet. "This is a tall order," said Sir Gordon Conway, a professor of international development at Imperial College London. "It's an order of magnitude much greater than the original Green Revolution."

The challenge is widely appreciated: by 2050 there will be upwards of 9 billion people, so how do we feed them all? One day, a few hundred attendees and a large, opulent hall were never going to provide all the answers, but I have to admit that I left frustrated and with more than a few questions. Here are some of the main ones.



**Tall order.** Feeding nine billion will require more than another Green Revolution, said Imperial College's Sir Gordon Conway.

Question one: Why was there little reference to food waste? Given that 1.2 to 2 billion tonnes of the food produced never gets to a human stomach, surely the topic merits a seat at such tables? In South-East Asian countries, for example, losses of rice can range from 37% to 80% of the entire production. It is well understood that in developing countries food wastage happens mainly at the producer end of the chain, with farmers struggling with inefficient harvesting, inadequate local transport and poor infrastructure.

These topics came up, but as challenges rather than the possibility of co-ordinated solutions. It was disappointing that the early markers laid down by Kanayo Nwanze, the president of the International Fund for Agricultural Development, were not picked up. "The world produces enough food, we all know that," he said. "Twenty to 40% of all the food in Africa never gets to the table."

Question two: Where were the farmers? There are 500m smallholders in the world, so they were never all going to come but, as *The Ecologist* has rightly noted since - where would they get the £695 fee anyway? It was fascinating to hear from the likes of Rose Adongo, a smallholder producing beef and honey in Uganda (see page 7), but it felt tokenistic, not least among the big-business figures who preceded and followed her.

Question three: Are global corporations really "waking up" to the need for sustainable development, responsible land use and fair prices? This was how the conference was billed, and while the likes

of Monsanto's boss, Hugh Grant, offered some soundbites (right) during an onstage interview, questions were not opened up to the audience and he was ushered away whenever a journalist got within the 10-metre buffer zone set up by his entourage (perhaps an idea taken from the company's crop trials). Nestlé's head of agriculture, Hans Jöhr, was the exception to the rule (see page 9).

**Top of the agenda doesn't mean top of the priority list. One only has to look at climate change to understand that.**

Question four: Where were the retailers? One of the themes that did coalesce during the day was the role of the private sector in providing food for the world. So why were there no retailers or caterers on the dozen or so panels?

And a final point. One comment that has stayed with me came from Jonathan Shrier, the acting special representative for global food security at the US State Department. Shrier said that food security had been at the top of the agenda in global gatherings for year after year and it needed to stay there. To what end, though? The possibility of regulation to balance a food system that has 1 billion people going to bed hungry every night and the same number obese was often, and quickly, swept under the table in discussions (see right). Top of the agenda is good, but it doesn't mean top of the priority list. One only has to look sideways at the issue of climate change to understand that.

# Africa 'turning the corner' on GM

GENETIC MODIFICATION was never far from the stage. From Imperial College's professor of international development at the start of the day to the GM protester turned biotech buddy Mark Lynas at the end, there was little escaping the potential role of this technology in feeding the world. Sandwiched in between was Monsanto's chief executive.

In a (staged) interview, Hugh Grant explained what has gone wrong with GM in Europe, where many of the big firms are focusing their efforts elsewhere, blaming opposition from politicians rather than consumers. "I haven't given up [on Europe]. If you had said to me 20 years ago how

long will it take [for Europe to accept GM technology], I wouldn't have said 20 years. The business of biotech is 20 years old now [but] conversations feel like it only happened last week."

The biotech firms hadn't helped themselves in this respect, he admitted. "We felt that we ran a de minimis part of the food chain; I think that was wrong. We spent a lot of time talking to farmers but very little talking to consumers."

Grant said that Africa, by comparison, has "turned the corner" on GM. Lynas picked up on this in his presentation, claiming that "Uganda is ahead of the UK in terms of its research into GM".



Monsanto boss Hugh Grant suggested Africa could steal a march on Europe by embracing GM technology.

# Call for regulation

GOVERNMENTS NEED to get more involved in solving the world's food security challenges because voluntary agreements are "moving too slowly". That's according to Marc Van Ameringen, the executive director at GAIN - the Global Alliance for Improved Nutrition (right). He told *Footprint* that governments needed to "step up". "If you look at what the food system is producing, it's very hard to find low-cost, nutritious, affordable food.

There are a few good companies that are always good at everything, but a lot are moving slowly."

Van Ameringen said the focus needs to turn to the regulatory drivers that can be used to nudge people in the right direction, for example in eating more healthily. "We don't see great progress on voluntary action by the private sector. Companies could easily find themselves in a place where tobacco was 20 years ago."



Voluntary agreements aren't working said Marc Van Ameringen, executive director at GAIN.



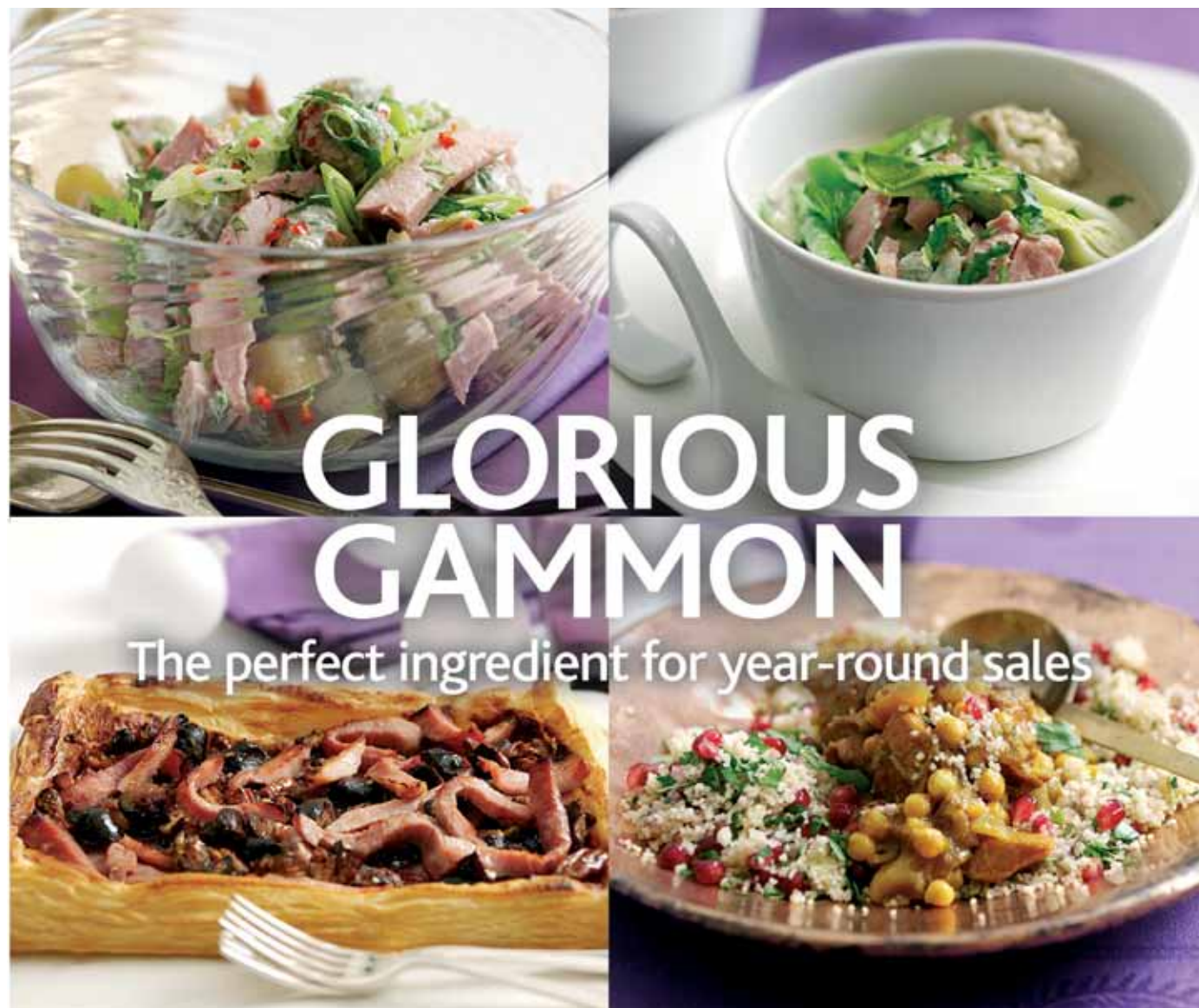
@essentialcuisin  
Essential Cuisine  
thestockpeople

Proud to be one of the Team

Visit the website for your FREE sample  
www.essentialcuisine.com







# GLORIOUS GAMMON

The perfect ingredient for year-round sales

## TASTY

Salad, soups, tarts and tagines. Known for its robust flavour, gammon is perfect for a whole range of dishes.

**Think beyond gammon and eggs!**

## VERSATILE

Smoked, unsmoked. Boiled, baked, braised. Roasted, rolled, on-the-bone. Joints, steaks, rashers.

**It's not just for Christmas!**

## POPULAR

Loved by the older generation, gammon currently under-indexes with younger consumers.

**Encourage customers to try it!**



Make sure you're stocking quality assured gammon.

Visit [www.lovepork.co.uk](http://www.lovepork.co.uk) for recipe ideas to inspire your customers.

## FOOTPRINT REVIEW



## Girl Power

IT TAKES \$11 to reap the same economic output from a man as from \$1 invested in a woman. Surprised? If you're a woman, with your intuition and all, then probably not. But there is a serious point here.

That statistic was thrown up at the Feeding the World summit in February (see page 4). It drew gasps (from the men) and cheers (from the women). One reason to be thankful is that 43% of the world's 500m or so smallholders – farmers who produce 70% of the world's food – are in fact female.

There are more than 11 reasons why this is an issue, however, not least the persistent inequality in land rights. Women still hold less land than men, so when their husbands die the land may go back to the family. "Unless they won the land, they won't invest," Kanayo Nwanze, the International Fund for Agriculture Development president, told the summit. "Ownership is the incentive to invest."

Also speaking at the conference, organised by *The Economist*, was Rose Adongo, a beef and honey farmer. She said land rights for women should be made a "major priority". "Food for the family is produced by the woman," she said. "Policies are made for men and women, but when it comes to implementation..."

Attention has been turning to gender in agriculture. The World Bank's "World Development Report 2012" stressed that gender equality can lead to productivity gains – in the developing world it is no secret that crop yields lag way behind those elsewhere.

According to the "2012 Global Food Report" the time has come to move from attention on gender in agriculture to action. "Paying specific attention to closing the

gender gap in assets is also expected to have long-run effects in empowering women and improving productivity and food security," the report concluded.

Undoing generations of tradition and discrimination will not be easy but Adongo said she sees "light at the end of the tunnel". There are 499,999 more Roses out there, and between them they could help feed the world sustainably. But the benefits stretch much wider than that: to education, nutrition, social development and even peace. The girls need power.

## Who said that?



**"I have never understood why so many of our colleagues in the environmental movement are so nervous about stating the obvious. As David Attenborough puts it: 'All environmental problems become harder, and ultimately impossible, to solve with ever more people'.**

Roger Martin, chairman of the Population Matters think tank, teams up with Jonathan Porritt to attack green NGOs, many of which apparently view population growth as a "damaging taboo".

## From the web

### GREENER

- Organic growth – sales of organic food are up for the first time in four years, according to the Soil Association's extensive market report.
- Salt to taste – the government has updated the salt pledges in its Responsibility Deal with new targets for foodservice operators covering popular food groups like pizza and sauces (more on page 15).
- Mars plan – FMCG behemoth to tackle ingredients with highest eco-impact, including palm oil and beef.

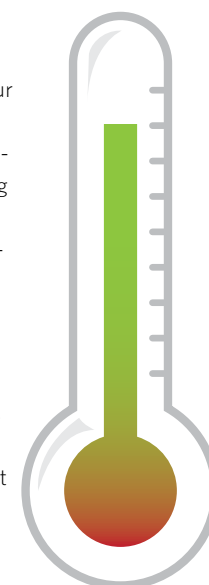
### GROSSER

- Tough times – more than half of small businesses, including those in the hospitality sector, are not ready to increase wages, despite signs of an economic recovery.
- Tuna trial – supermarket Tesco is "out of touch" with consumers as it continues to sell what Greenpeace has called "dodgy tuna".
- Eye spy – calls for CCTV in restaurants as public fears over food safety increase.

NUMBER CRUNCHER

\$1

Investing just \$1 in a female farmer will produce the same economic output as \$11 invested in a male.





# Waste Watch



In association with **SWR** *Smart sustainability*

THE GOVERNMENT needs a “waste champion”, according to an extensive inquiry and report by the House of Lords. The science and technology committee has been looking at how to stimulate a bioeconomy – “to create brass from muck” as it were. But while there are 100m tonnes of carbon-containing-waste available, government policy is blocking the investment required to turn it into a valuable resource (for example to power cars and planes). Things need to change, said the committee, which has called on the Department for Business, Innovation and Skills (BIS) to create a waste champion among its ministerial team. Traditionally the waste portfolio has sat with DEFRA, but the resources minister, Dan Rogerson, has made it clear that waste is not one of his priorities. The new BIS minister would not only co-ordinate action and policy across Whitehall but also produce a long-term waste policy vision.

ONE COUNTRY the new minister might like to visit is Scotland, where new regulations are in place to create a zero-waste economy. The Waste (Scotland) Regulations, which came into force this year, require businesses to separate out recycling. Food businesses creating more than 50kg of food waste also have to separate that out. Of course, policy is only as good as the action it drives and, in the first couple of months at least, not much has changed north of the border. Regulators had always said they would take a realistic approach, focusing on the big waste creators first. But with rumours circulating that policing of the new laws will be increased this summer, it seems there is plenty of work to be done. Research by the waste collection company Olleco showed that 87% of commercial kitchen operators north of the border are aware of the regulations, yet 93% have not changed their approach. More than a third (35%) have started to make some changes.

PLASTIC CUPS are to be recycled at the Emirates Stadium thanks to a partnership between foodservice company Delaware North and Closed Loop Environmental Services. Rather than throw them at a certain £42m misfit, 750,000 pint and half-pint cups will be collected up and recycled at Closed Loop’s Dagenham plant. The cups will be made from a minimum 50% recycled PET. The project is part of Closed Loop’s current focus on more recovery and recycling of packaging in the foodservice and hospitality sectors.



Visit us at *Hotelympia* on stand 2310 and see how you can reduce food waste, improve your sustainability and save money with our brand new solution, *SWR FoodSmart*.



## It's tea's time

WE DON'T EAT it, but tea is one of the world's most economically and socially important crops. After water, it's the most consumed beverage in the world. In Britain alone 165m cups of the brew are drunk every day, with retail sales jumping 22% to £655m between 2006 and 2011 according to Mintel. But supply is under threat. Climate change and water shortages, rural depopulation and poor wages are

all creating a storm in our teacups. Left untackled, the result could be export bans in India, the obliteration of Uganda's tea production and the conversion of more tea estates into rubber plants in Indonesia. The tea sector would be “a shadow of its former self”, according to a new report published by Forum for the Future. The charity is, however, hoping that its corporate collaboration project, Tea 2030, can turn tea from standard commodity into hero crop. The initiative, which already counts Unilever, Tata Global Beverages, Twinings and James Finlay among its membership, will initially focus efforts on sustainable production, market mechanisms and consumer engagement.

## Frank about Fairtrade

CERTIFICATION SCHEMES need to evolve in order to ensure farmers produce the quality of crops that will ensure they are paid a sustainable wage. That's according to Hans Jöhr, the corporate head of agriculture at Nestlé (pictured right). In an exclusive interview with *Footprint*, Jöhr described schemes such as Fairtrade and Rainforest Alliance as excellent at marketing but questioned whether the benefits were really being felt on the ground, at farmer level. These schemes “cannot help farmers be better farmers per se,” he explains. “They don't consider quality. Some of them are cheating consumers.” What he means by cheating is not clear – Nestlé has worked closely with both schemes over the years – but he does say that consumers don't necessarily understand what's behind the labels. There is a sense that the models need to change.



*“We cannot certify or label people out of poverty. Let's educate people out of poverty.”*

For Jöhr, the onus should be on companies not certification to help farmers thrive. The growth of any agri-business lives or dies on the supply of raw materials – and, like many of the biggest food and drink firms, Nestlé needs more. “How can you make that happen?” he muses. “You can work with farmers to increase production or you expand.” With land at a premium and resources dwindling, Nestlé has been focusing its

efforts on sustainable intensification – Jöhr is “absolutely into” that – producing better yields and higher quality but using less. In the past year the company has trained 300,000 farmers around the world, and is running projects to identify the best varieties; all part of its Creating Shared Value plan, which also includes a host of sustainability targets. For Jöhr, as head of agriculture, the relationship between manufacturer and producer has never been more important. Education will be a focus. “We have learned we cannot donate people out of poverty. We cannot certify or label people out of poverty. Let's educate people out of poverty.”

promiscuous; we need to train them back. It's going to take years and years to do that.” Two-thirds of tea is currently sold on promotion. *By communicating more creatively on how and where tea is made, brands have a huge opportunity to change the perception of tea* At the production end of the chain, low wages and a changing climate have seen big tranches of land switched to other crops – a tenth of the total area used for tea cultivation in Sri Lanka was converted to rubber, palm oil and fruit between 2005 and 2010. The forecast is bleak. One expert interviewed claimed: “We may have underestimated the impact of climate change in our models. One scenario will see a 40% to 80% decline

in Darjeeling tea, and we might not see production in Uganda by 2050.” Some experts predict that tea will have to move towards long-term supply contracts to provide producers with price security. This is particularly relevant for the seven multinationals that are currently responsible for 90% of the tea market. “The tea industry operates in some of the world's poorest countries that are most vulnerable to climate change and faces serious challenges,” said Sally Uren, the CEO of Forum for the Future. “We are urging organisations across the sector to collaborate to find solutions that will safeguard its future and transform the lives of millions of people working throughout the industry.”

# Spirit Pub Company is proud to support Footprint and Footprint Awards 2014 as the Category Sponsor of the Waste Management & Reduction Category in partnership with Kuehne & Nagel



Organiser: edie.net



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

Other finalists were:  
Arla  
Sodexo



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

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

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



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

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

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

## My viewpoint

Politics might be grabbing the headlines but 2014 should be a year to write home about for Scotland's food and drink sector, says **James Withers**.



“SCOTLAND WILL feature prominently in the news headlines in 2014. Many of the column inches will be dominated by politics, as a nation prepares to go to the polls in a referendum on our future in (or out) of the UK. But even if the Scottish nation wasn't faced with this extraordinary constitutional choice, this year would represent a landmark for food and drink and tourism.

In July there is the Commonwealth Games, followed swiftly by the Ryder Cup in September. It will be a year of “brilliant moments”, claims Visit Scotland. True, I'm sure, but what opportunity and – more importantly – legacy might it provide for the nation's food and drink sector?

*Too many tourism enterprises have considered food and drink as an afterthought and not a driver of business but times are changing.*

The food and drink industry is worth £13 billion a year to Scotland's economy. Food and drink has enjoyed a 50% rise in exports value to £5.3 billion since 2007. It is a sector that is expanding internationally, following in the footsteps of Scotch whisky. A target has been set of £16.5 billion in turnover by 2017, with exports representing £7.1 billion.

Scotland's rich and diverse larder offers natural, healthy produce and the industry has never been better placed to make the most of it. Visitors to Scotland are expected to spend £33m on food and drink this year, up from £24m in 2012. That might seem small beer for a sector with a £13 billion turnover, but the opportunity to showcase and develop our brands is worth so much more.

Tourists have always been a great customer base for Scottish food and drink producers, but you might argue that we

haven't made the most of the opportunity on our doorstep. Too many tourism enterprises have considered food and drink an afterthought rather than a driver of business. Times are changing.

Scotland now has a single tourism strategy, and food and drink is a key pillar. And so it should be. One in every five pounds spent by tourists in Scotland is on food and drink. Of all the things they could choose to do, eating and drinking is the one thing we know they will do.

So if Scotland's tourism industry now gets it, how do we make 2014 a transformational year? The development of the Glasgow 2014 Food Charter (page 16) is a huge step forward. Two million meals will be served at the Commonwealth Games using the finest home-grown produce and we'll be working to ensure every future major event adopts a form of the charter.

The major foodservice companies in Scotland have seriously strengthened their efforts in showcasing local. This is the year to kick on again with that effort. A new food accreditation programme, Taste Our Best, has also hit the streets, highlighting where to enjoy the best Scottish fare. Government-funded programmes like the Think Local project are providing further stimulus to local food networks, events and farmers' markets.

So we have it all to go for in 2014, to ensure 20m visitors to Scotland go back home truly believing we are a land of food and drink. And for those that think this year will be busy, bear in mind that Scotland's Year of Food and Drink isn't until 2015. It seems that we're only just warming up.

James Withers is chief executive at Scotland Food & Drink



# Cooking with a conscience

*"We're not called 'MasterEvangelist' or 'MasterAwareness', we're called 'MasterChef'. We are just there to find the best amateur cook in the country. I'm not going to make any judgment on what people eat, what people don't eat and how they spend their lives."*

'MasterChef' presenter John Torode has helped inspire a nation to embrace good food but he is reluctant to use the show to champion sustainability. By **Anthony Pearce.**

AFTER HIS departure from "This Morning" as its resident chef in 2000, John Torode swore he was packing TV in for good. "I made a decision that I would never cook on television again. I didn't want to be 'the celebrity chef'." But he was back by 2005 – this time presenting – as the BBC relaunched "MasterChef". "It was something that just opened up for me," he says. "I never tried to get into TV, but someone approached me, asked if I wanted to be interviewed for the show and the next minute, there I was working as a judge. That was the best part of a decade ago and now I'm going to be involved in the 10th anniversary series," he adds.

In those 10 years, "MasterChef" has helped revolutionise and revitalise British food and its image. It also spawned dozens of other cookery shows. Nowadays, the TV guide now looks like a day's training at Cordon Bleu. "From the barren culinary oasis it was in the early 1990s, it's now a thriving scene," says Torode.

There are good shows and bad ones but "MasterChef" remains a constant: always entertaining and always educational. And Torode can take much of the credit. The effect has been inspiring for a country's wider appreciation of cuisine. But how influential can cookery shows be when promoting sustainability? And do they shirk the responsibility? Unusually for Torode, he sits on the fence.

"I can't really comment on political standpoints like food, environment, obesity and various things – I don't think that's for me. It's not because I don't care about those things – I do, passionately – but I am a cook at the end of the day, I am not

a spokesperson for the health service or the government. And I only stand to one side because it's dangerous to become too embroiled in the debate. You can very quickly find yourself on trial."

What he will say is that he believes people should be aware of what they are doing. "Knowledge is so important with sustainability, and if we're educating people with information that is honest and straight and not sensationalist, then we are offering the best possible opportunity for making considered decisions," he adds. Perhaps he does have more to say on this after all? Given the high-profile nature of celebrity chefs, doesn't there exist a real opportunity to educate a sizeable audience on an understanding of what it is they eat?

***"Beef is not to blame, we are. Why? Because we eat too much, full stop. Too much fat, too much sugar, too much salt, too much everything."***

"I think provenance and sustainability is important, and more and more now it's something people care about. But the issue we have is that the debate becomes mixed in with others. If you ask the average consumer what matters most, right now, they will probably say health. Past that, they'll say price. The sustainability argument remains third on the list. And that's the challenge – how do we move it up the list?"

Torode admits the health argument is interesting. It has been one of the few constants in cuisine since he arrived in this country, and although eating habits and attitudes have improved in some areas, they remain misinformed or poorly informed in others.

"With this conversation, you need to

get to the point – very quickly – where we say that human beings know what makes them fat – they know the whole equation behind food and exercise. If people don't eat healthily it's not the fault of the chefs or the marketers or even the supermarkets. And that's very different to provenance and sustainability ... there is a point where others have to help the process there.

"But with health, I think there is probably something to be said about clarity – what is in things and the honesty about what is in things. But besides that, no, I think people should find a way of being informed and making their own decisions."

Again, I press for more. "MasterChef" is one of the most watched shows on television: does it not have some responsibility to its audience beyond being an enjoyable hour every week?

"No. At the end of the day, we're not called 'MasterEvangelist'. We're not called 'MasterProtagonist', we're not called 'MasterProtester' and we're not called 'MasterAwareness'. We're called 'MasterChef'. We are just there to find the best amateur cook in the country; we're there to find somebody who wants to change their life. And I'm not going to make any judgment at all on what people eat, what people don't eat and how they spend their lives. I'm also not the Pope," he laughs.

For all his taking of the middle ground, outside "MasterChef" Torode has been involved in campaigns to reduce waste, calling for a change in European law to allow for a return to the traditional practice of feeding pigs with waste food. He works closely with the British Heart Foundation and cycled from London to Brighton as part of a fundraiser last year.

When Torode was still running his celebrated Smiths of Smithfield restaurant

in Farringdon, London, he delivered a lecture entitled Why Chefs Care About Farmers, in which he explained that animal welfare and food miles come top of the ethical worry list.

He added that he believes there is a growing wish to eat more healthily and more simply. And much of his cooking is based on this philosophy: Torode's dishes use day-to-day ingredients. As he famously put it: "I cook good food that is accessible – I have since the age of 16."

***"If you ask the average consumer what matters most, right now, they will probably say health. Past that, they'll say price. The sustainability argument remains third on the list."***

Torode occasionally writes columns on cooking and healthy eating. He's a long-time defender of red meat (although once went vegetarian for a week and struggled). "Beef is not to blame," he wrote in his book "Beef: And Other Bovine Matters", "we are. Why? Because we eat too much, full stop. Too much fat, too much sugar, too much salt, too much everything."

But now he defends our love of meat. "Look at beef – it has so much in it ... vitamins, protein, monounsaturated fats. We need to protect its sustainability because it is so good for you. Our bodies need these nutrients to keep us healthy, build strong muscles, give us energy and help us fight disease. It's about finding the balance," he says.

Next up for the chef is a new series called "John Torode's Australia", which gives viewers a real idea of the lifestyle and culinary scene down under. "We discuss sustainability in that, too," he quips. "It's a global issue – it's not just us who want to find a solution."



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

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



# Truth in the bottle

Can calorie labels on alcoholic drinks help fight obesity and ill health? **David Burrows** reports.



to help our customers to make responsible choices more easily.”

The findings show that the primary motivation for cutting down on drinking is health related; of those surveyed, 62% say they limit their alcohol consumption in a bid to be healthier and 44% say they try to limit their drinking in an effort to manage their weight. Yet only 25% of those surveyed consider the calories consumed from wine when counting their daily total intake.

The research further suggests that consumers rely on clear on-pack food labelling to get their nutritional information and 66% would like the same labelling standards to apply to alcohol packaging to make calorie information more transparent. This is in stark contrast to the fact that at present, only 15% know how many calories there are in a glass of wine.

The alcohol education charity Drinkaware is running a campaign, led by Lisa Faulkner (pictured above) to encourage people to use its online calculator for units and calories in drinks. Its chief executive, Elaine Hindal, says a lack of awareness of the calorie content of alcohol, and the fact it contains almost as many calories as pure fat, can inadvertently hamper people’s efforts to lose weight and stay in shape. As such, she’s supporting Sainsbury’s move. As is the public health minister, Jane Ellison, who wants to see more retailers follow suit.

be done, and Sainsbury’s has now joined Waitrose in calorie labelling on a selection of its wines. The supermarket is introducing the labelling on 20 new bottles from its Winemakers’ Selection by Sainsbury’s range and will continue rolling out calorie labelling throughout 2014 and 2015.

*Very few people consider the calories consumed from wine when counting their daily total intake.*

“It is clear from our research that shoppers are confused regarding the calories in alcohol,” says Helen Buck, the chair of Sainsbury’s responsible drinking steering group. “We hope that by clearly displaying this information on the bottle, we’ll be able



**Diet dilemma.** The number of calories in alcoholic drinks can be deceptively high. A couple of large glasses can equate to a slice of chocolate cake.

Worryingly, Sainsbury’s research also showed that 58% don’t know what the government guidelines for daily alcohol consumption are; evidence if any were needed that a label will only get you so far.

That other retailers have snubbed the idea make things harder. Consistency of messaging is key to nudging people in the right direction. Morrisons, for example, is concerned that people might turn to stronger, low-cal drinks such as vodka. Again, education in the round is required.

The public health responsibility deal does, of course, include a pledge around information on alcoholic drinks, but this has yet to be extended to the on-trade where there is little evidence of calorie labelling to date, according to charity Drinkaware.

# The Political Print

ON THE FACE (or rather bottle) of it, the introduction of calorie labels for wine seems like a good idea. Consumers are clearly confused by alcoholic calories, with many not even counting them as part of their daily allowance. That people have become accustomed to these labels on the their food, should make things easier.

But the drinks sector clearly has a much wider communications challenge ahead.

# Campus cash squeeze puts brakes on progress

Students have been throwing off their image as unhealthy eaters in recent years but financial constraints have reversed the trend towards better and more ethical diets. By **David Burrows**.

STUDENTS HAVE never had the healthiest of lifestyles, and the results of Sodexo’s University Lifestyle Survey suggests that isn’t about to change any time soon. Previous surveys have shown a growing desire to eat healthily, and to endeavour to follow ethical principles in the selection of products, but this trend has been reversed quite markedly. The reason? Cash.

Every student will have tales to tell of baked beans on toast for three weeks at the end of term as loan funds ran dry and credit cards were maxed out, but students are generally finding it very difficult to make their cash stretch to healthy, sustainable food. Many are trying to eating to eat healthily (79% have made an effort to), but are struggling to balance the higher – perceived, in some cases – cost of sustainable food, with interest in free-range and ethical food on the wane (see box).

According to Sodexo, cash constraints have affected the eating habits of students, with 57% of those living off campus admitting that financial hardship has resulted in a change to their diet. Of those, 67% say they are eating less healthily, up from the 2012 figure of 62%. This is combined with a “worrying divide” emerging in fitness habits with 45% doing no exercise at all.

There is also a trend for skipping meals – this is nothing new among a demographic juggling lectures, assignments and bars. But the fact that one in 10 miss a meal a day in an average week is a concern – especially if this is found to be the result of a lack of funds rather than lack of time.

“This year’s survey sees a distinct shift in student attitudes towards their food,” says Sodexo’s strategic development director, Peter Taylor. “Price has become king, and value for money the prime motivation when choosing food. This is all the more surprising considering that students now at university have spent their entire school life being made aware of good health and nutrition.”

Worth noting is the fact that those in the first year of study are more determined to eat healthy food, with 19% saying it was “essential” they eat healthily, compared with 17% in higher years. The UK government will also be concerned by the finding that 28% of international students are concerned about their diets, compared with just 16% of home students.

One benefit of having less cash to spend is that they are drinking less. A third of students are (apparently) teetotal, while 40% say they drink alcohol just once a week.

Taylor says the fact that many students are feeling the financial pressure to influence their choices of food would indicate that there is “much work to be done to demonstrate that good, nutritious and ethically sourced food need not be the more expensive option”.

NUMBER CRUNCHER

45% spend £20 or less on food per week

79% make an effort to eat healthily

51% said they miss at least one meal a week

34% wanted to eat locally sourced food

# Third of the fat, so let’s have three

Editor’s viewpoint



IN A REPORT published by the Food Ethics Council last year (“Beyond Business as Usual”), one retail-sector representative excused himself from encouraging healthy eating thus: “I can play around with the nutritional content of a doughnut as much as I want, I can say ‘eat just one doughnut’, I can make them smaller ... but I can’t stop someone eating three.”

Now he may not have to, because a British chef has made one with a third of the fat of the average American classic jam doughnut. Dum Dum doughnuts have just six grams of fat compared with the standard 17, and 350 calories compared with 450, making them “the world’s healthiest doughnut” – at least according to the company’s owner, Paul Hurley.

Dum Dums are Hurley’s take on New York’s celebrity-fuelled “cronut” (croissant plus doughnut) craze, being handmade and freshly baked – with a patented process – instead of fried. Of his work on doughnuts he told a national newspaper: “I’ve been trying to create the world’s best doughnut since 1997, but you can’t just think about flavour, you need to also think about ethics: what people should be eating, and what they should be letting their kids eat.”

Whether British kids need any more doughnuts in their diet is one thing. But if Hurley really wanted to make a difference, as he claims, why are the healthy versions two and half times more expensive than the traditional ones?



# Going for gold standard

Can Glasgow beat London when it comes to sustainable food? **Kath Dalmeny** unpicks the new food charter for the Commonwealth Games.

MUCH HAS been made of the London 2012 Olympic and Paralympic Games sustainability legacy; in particular the influence on the foodservice sector of the “groundbreaking” London 2012 Food Vision. This raised the bar for health and sustainability standards for the food served at large-scale sporting and cultural events.

Now the Glasgow 2014 Commonwealth Games organisers have announced healthy and sustainable food standards, and the Rio 2016 Olympic and Paralympic Games has announced a sustainable fish standard for the 16m meals they will serve to athletes, dignitaries, spectators and the world’s media. This marks a welcome reinforcement of the importance of food standards for mega-events that are influential with the public and with the foodservice industry.

The standards for London 2012, Glasgow 2014 and Rio 2016 share core themes of healthy, ethical and sustainable food standards that resonate strongly with the public and have tried-and-tested ways to achieve them. It seems now to be non-negotiable that large events should make prominent commitments on at least five key themes: healthier food; local food; sustainable fish; fair-trade foods; and food waste. So has Glasgow raised the bar higher than London?

**Healthier food: Not so fast (bronze medal)**

London 2012 took steps to serve healthier food. Glasgow 2014 has gone further and made impressive commitments on this theme, no doubt due to the high rates of diet-related health problems in Scotland and the need to educate a new generation in the importance of healthy eating and physical activity. It is perhaps disappointing, then, that both Glasgow 2014 and Rio 2016 are also prominently sponsored by soft drinks manufacturers – AG Barr (makers of IrnBru and Rubicon juice drinks) and Coca-Cola, respectively – undermining the healthy eating message in nations that both suffer from worrying rates of diet-related disease. London 2012 was also sponsored by Coca-Cola, as well as McDonald’s and Cadbury.

**Local food: Making progress (silver medal)**

London 2012 prioritised British and seasonal produce, with a strong commitment to higher welfare standards such as RSPCA Freedom Food certified meat and dairy products, particularly for pigs and chickens. Glasgow 2014 has also specified a high proportion of food from Scottish farmers, particularly those meeting farm assurance standards for safety and traceability.

**Animal welfare: not up to scratch (wooden spoon)**

Glasgow 2014 is not encouraging higher animal welfare standards such as Freedom Food as a “baseline requirement”, placing this instead in the “aspirational” (optional) category; this is a step backwards from London 2012. This covers all livestock products apart from whole eggs, which – as for London 2012 – must be free range.

**Sustainable fish: On top of the world (gold medal)**

London 2012, Glasgow 2014 and Rio 2016 have all recognised their responsibility in helping to prevent the crisis in world fish stocks, by sourcing only “demonstrably sustainable” fish. This means verifiably excluding “red-list” fish, and using only “green-list” fish, as identified by independent scientists such as the Marine Conservation Society. Rio 2016 has gone further by committing to helping small-scale Brazilian fisheries to go through Marine Stewardship Council or Aquaculture Stewardship Council certification to enable them to meet “green-list” status and provide the necessary sustainability assurances and hence participate in supply contracts.

**Fairtrade foods: celebrating common wealth (silver medal)**

London 2012 achieved an impressive level of Fairtrade-certified products in key categories such as bananas, tea, coffee and sugar. The Glasgow 2014 Commonwealth Games are a time to celebrate the common wealth of nations, so it’s good to see the London 2012 Fairtrade standards replicated there, with a promising statement that Fairtrade products will be procured “wherever possible”. Glasgow 2014 could, for example, go one better than London 2012 by serving 100% Fairtrade chocolate (just for treats, of course).

**Food waste: the lower the better (silver medal)**

With estimates that one-third of the world’s food is thrown away, causing severe environmental and social consequences, large-scale event organisers such as London 2012 and Glasgow 2014 have recognised reducing and managing food waste as a priority. This sets a helpful precedent for the catering industry, where a very large amount of food waste arises. Reducing food waste can be achieved through careful menu planning, use of the whole carcass of animals, sensible food storage, compostable packaging and service-ware, and diverting any waste that does arise to composting and anaerobic digestion sites. Such measures will help to achieve Glasgow 2014’s aim of being a “low to zero waste to landfill” Games.



**The expert:**  
Kath Dalmeny is policy director at Sustain, a member of the London Food Board, and was a member of the Food Advisory Group for the London 2012 Games.

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



**FOOTPRINT AWARDS WINNER 2013**  
Winner of the Energy Efficiency Footprint Award 2013



info@stalbridge-linen.com  
0800 093 9933

# Don't pick on packaging

IF PACKAGING WERE invented today it would probably be regarded as one of the greatest green technologies. After all, it prevents food waste – an environmental sin which has rocketed up the agenda in the past 12 months. But can packaging's role in protecting food really give it a new lease of life? Will consumers ever understand the benefits of a plastic film on a cucumber (best before extended by almost five times to 14 days) or bananas in a bag (best before extended by seven days)? Those behind an initiative to promote packaging as consumer and environmental friend rather than foe increasingly appear to believe so.

The Fresher for Longer campaign was set up as part of the Love Food Hate Waste campaign run by WRAP (the Waste & Resources Action Programme). The steering group includes the Packaging Federation, the British Retail Consortium, the packaging researchers INCPEN, the Food and Drink Federation and the Kent Resource Partnership. In February, almost a year after it was launched, the group held its inaugural conference. There was a whiff of positivity in the air as retailers, food manufacturers,

packaging firms and local authorities came together with a common goal: to cut food waste. "Councils are good at co-operation. Retailers are good at competition. What I'd like to see is retailers competing for councils' co-operation," said Paul Vanston from the Kent Resource Partnership, a council group tackling household waste and a key figure in the Fresher for Longer initiative.

The Packaging Federation was also keen to put aside the mud-slinging of years gone by, when retailers were lobbied by everyone from the Women's Institute to ministers to cut packaging. "For us the days of criticising each other are long past," said its chief executive, Dick Searle. Fresher for Longer "will cut food waste and point out that packaging isn't all bad".

That's the goal – and it's an ambitious one. Bananas provide a fitting example. A couple of years ago, Del Monte launched individually wrapped bananas. The idea backfired when media and local authorities panned the idea. "The man from Del Monte should say no," the Local Government Association told the *Daily Mail*. "This is a



backwards step which will contribute to the twin problems of landfill and litter." Del Monte tried to explain its reasoning (albeit tucked away at the end of the stories): the bags contain "controlled ripening technology", which extends the shelf life of the banana inside by up to six days. This would reduce the number of deliveries and cut the company's carbon footprint as well as the amount of food waste going to landfill. The packaging was also recyclable.

The *Daily Mail* is no environmental compass, of course. Yet the story shows the scale of the communication job facing retailers and local authorities alike. In her presentation, Emma Marsh, who heads WRAP's long-running and successful Love Food Hate Waste campaign, highlighted some consumer attitudes to packaging.

One of the most concerning was the 62% of shoppers who believe it's better to always unwrap fruit and vegetables for fear of

them "sweating". Not so – or at least in the majority of cases. Further WRAP research shows that two in three consumers unpack their fresh produce in a way that shortens its lifespan – unpacking, pricking and prodding must be discouraged. Searle suggested that the storage habits of consumers are, at times, past their sell-by date. "They're from the dark ages," he said.

It is the collaborative approach of the Fresher for Longer campaign that Searle, and his colleagues on the steering board, hope will make the difference. All the major supermarkets have launched food waste campaigns – Morrisons has its "Great taste, less waste", while Sainsbury's had "Make your roast go further".

Tesco, arguably, has forced the issue, thanks to its waste audit published in October. The scale of the waste along its supply chain grabbed headlines, as did its commitment to do something about it: big bagged salads and multi-buys are on their way out.

That consumers want less should be a difficult concept for retailers to comprehend – let alone act upon. But, as Simon Oxley, a packaging technologist at Marks & Spencer, explained: "The consistent message that came back [from our customers] was that they want less multi-buys and less products in the packs."

# Tesco's fresh approach

TESCO IS ENJOYING the first fruits of its labour aimed at reducing food waste. The supermarket, which in October published a warts-and-all waste audit of its business, says it has extended the shelf life of some of its fresh produce lines by up to 10 days thanks to a change in its supply chain logistics.

Speaking at the No Opportunity Wasted conference organised by the Dutch embassy in London in February, Tesco's head of food waste, Mark Little, explained how the company is now guaranteeing to take 80% of the crop from its suppliers. This means they no longer had to use packhouses to buffer supply. In fact, the number of cases of fresh produce that are bypassing packhouses has climbed from 2m to 14m, he said. This has also helped extend the

shelf life of produce bought within the EU by two days, while that from the southern hemisphere has been extended by up to 10 days, he added.

Tesco has made food waste one of its three key priorities, part of a new initiative which will involve the retail giant using "its scale for good". In its six-month update, published towards the end of 2013, Tesco revealed the extent of the food waste in its supply chain, with fresh produce identified as a particular problem. Of all the grapes and apples it sold, for example, 24% and 40% were wasted respectively.

The lion's share of waste was also found to occur in the home, and more news of progress in that area is expected when the full year's results are published – possibly next month.

# Give us our fair share

FOUR HUNDRED thousand tonnes of perfectly edible food are chucked away at retail level every year – but just 1% of it is redistributed. That's according to the chairman of FareShare, a charity which takes surplus food from retailers and delivers it to charities around the country to help feed those who need it.

In a passionate speech at the No Opportunity Wasted conference in London in February, Lindsay Boswell explained how FareShare collects about 4,200 tonnes of food each year, enough to make 10m meals. He said there has been a "mature approach" to food redistribution by the retailers which

has provided "an optimism that we've never had before".

However, Boswell called for an assessment of just how much food could be available for redistribution – "We believe it's somewhere between 300,000 and 400,000 tonnes". In February supermarkets committed to publishing figures on the food wasted at their stores. Meanwhile, pressure is mounting on DEFRA to publish a report it commissioned a year ago to assess and summarise evidence about food aid provision in the UK. "Household Food Security – a Literature Review of Food Aid" was due to be published in summer 2013.



**NEW! Miso Tasty miso soups: just add hot water!**

 @misotasty

For orders, head to [www.misotasty.com](http://www.misotasty.com)




## In next month's issue...

Experts from environmental consultancy Ricardo-AEA argue that food businesses need to refocus their waste efforts towards reduction rather than recycling. Doing so will reap the greatest financial and environmental gains, they explain.



# Big drive for small AD

With hospitality and foodservice businesses struggling to find anaerobic digestion outlets for their food waste, could small-scale sites offer a solution? By **Richard Gueterbock**.



WHEN IT COMES to waste management the bigger the site the better the economies of scale. Right? Wrong. Bigger does not always mean better, especially regarding anaerobic digestion (AD) as a solution for food waste from catering, hospitality and food processing businesses.

The large sites offer whopping energy outputs and certainly have their place. However, supersizing is not the only way to go with this technology.

For a start, they're not always accessible. Footprint has been following the research being carried out for the Hospitality Carbon Reduction Forum, which has shown the geographical gaps in AD capacity in the UK.

Smaller-scale plants could plug some of these gaps. They may not generate large volumes of energy (some plants achieve output levels of up to 250kWh – enough to power 400 houses), but they offer other benefits, including cutting greenhouse gas emissions and more efficient handling of residues. What's more, smaller businesses can supply residues to local AD plants or even work with others to develop shared facilities. Surely that's better than carting (heavy) food waste up and down the country to larger sites – which can often make diversion to AD uneconomic.

Defra and its advisers at WRAP seem to have bought into the potential for small-scale generation of energy from food waste, with news last month of a £3m funding pot to help farmers build AD plants. The use of this form of technology on farms is an

essential part of the government's plans to invest in infrastructure to help businesses grow and boost the rural economy. It will all also provide a boost to the green economy – if the government gets the incentive schemes right.

Politicians and their officials are being encouraged to take smaller-scale AD more seriously, but there are some policy contradictions that are undermining the sector, including threats to the incentive regime (the renewable energy feed-in tariff) and unnecessary bureaucracy that has had the perverse effect of encouraging larger plants.

So how can small-scale AD provide a valuable solution for foodservice and hospitality businesses, and what is the appetite to tailor this technology and the infrastructure to the sector's needs?

In spite of the uncertainties, a number of British technology firms are focusing on on-site AD, including farm-scale plants. Some of these plants could be adapted to include locally derived food residues, while other firms are developing smaller community-based plants in rural areas to provide energy for the residents. These innovative bio-energy plants can fit on a relatively small footprint, so the potential to roll out a network of them should be considered.

Clearfleau is one of these emerging companies. Its on-site plants can treat production residues and generate renewable energy on industrial sites. Clearfleau has operational digesters in the dairy, distillery and food processing sectors, each with a

power output below 500kWh, generated from liquid production residues. But AD technology can handle a range of feedstocks, including those from the catering and foodservice sector.

Foodservice companies, caterers and pub and coffee shop chains, as well as SME food processors and independent foodservice businesses produce residues with excellent biogas potential. What a waste to see so much of this still ending up in landfill (600,000 tonnes, according to WRAP's research into hotels, pubs and restaurants).

There are a number of initiatives, involving British companies, developing solutions that should help meet the needs of the foodservice and hospitality sectors. These include various off-site and on-site applications for smaller-scale digestion, which won't suit all sites but offer plenty of potential.

Companies such as Olleco have developed regular collection of smaller volumes



of degradable wastes, for instance (see boxout). This could be combined with smaller AD solutions, particularly in rural areas. Meanwhile, an interesting model for smaller community-based "merchant" sites has been developed at Llangadog in Carmarthenshire, where a local waste site now has a small-scale AD plant.

In Scotland, interest in AD is about to snowball, with regulations coming into force next year that will require food businesses producing more than 50kg of food waste a week to separate it out for collection and disposal either at AD sites or

for composting. This is effectively banning business food waste from landfill. Come 2016 this will also be extended to smaller businesses (those producing 5-50kg a week).

There are exemptions for businesses in rural areas, but that shouldn't stop the rollout of small-scale AD in rural areas. Indeed, more effort must be made to develop local solutions, with food businesses working with British AD technology providers to come up with innovative, cost-effective and low-impact solutions.

The "hub and PoD" (point of digestion)

approach offers centralised pasteurisation before farm delivery of feedstock. But in more remote locations, direct waste supply would be more efficient. Another option is the installation of pre-digestion "homogenisation" units on retail and catering sites, so that pre-treated feedstock can be uplifted and supplied to a local AD plant.

This kind of collaboration is also needed to ensure that local communities can benefit from AD rather than fearing it. While residents are often open to AD sites that offer a solution for farm slurry, those geared up to take in local food waste can be a harder sell. Vested interests and regulatory overkill means that it is much harder to push through an AD site for slurry and food waste than for slurry alone. This is a great shame. Early engagement can help.

Local, smaller scale and on-site solutions deserve wider recognition in the food and drink industry, and also within Whitehall.

A supportive policy framework should encourage adoption of renewable technologies and the government should support innovative companies developing smaller AD plants and help to promote development of British solutions across the renewables sector – which is heavily reliant on imported technologies.

The cloud of confusion around the financial incentives for small AD plants certainly isn't helping. Just as the market is poised for expansion, the Department of Energy and Climate Change is threatening to disadvantage smaller-scale AD (plants that produce less than 250kW of energy) designed by British companies, with incentives weighted in favour of larger sites that often rely on imported technology.

British companies with innovative designs are developing new markets and creating jobs but smaller scale on-site digestion needs sustained support and greater policy stability. Some key regulatory issues must be addressed urgently if this market is to fulfil its considerable potential.

**Richard Gueterbock is a director of food-sector AD specialist Clearfleau Ltd and a trustee of the Royal Agricultural Society of England, which is promoting farm-scale digestion.**

## Potential for small AD and waste food collections.

**Nestlé Confectionery,**  
Fawdon, Newcastle

Clearfleau's on-site AD plant converts wash waters and confectionery production residues into biogas, used to generate renewable electricity for the factory. Power output is 300 kW and the recently completed facility is located on the edge of the factory's car park.

### Key features:

- Limited footprint/on-site installation
- Closed-loop system – avoids odour
- Integral solids dissolution process

### Benefits for Nestlé:

- Revenue from renewable incentives
- Lower residue disposal and energy costs
- Reduced carbon footprint for the site

**Olleco**

Food and catering collections

Olleco is rapidly becoming a leader in food waste collection for retail and catering businesses, with specially designed vehicles operating across the country. Collection routes are optimised with specialist software and they can offer a local service and supply smaller AD plants.

### Key features:

- Collection of all degradable waste
- Dedicated collection trucks
- Renewable energy generated

### Customer benefits:

- Guarantee not to use landfill
- Cost-effective sustainable solution
- Access to AD and carbon reduction



# Time for an oil change

Biologists at the University of York are part of a new initiative to review the standards for sustainable palm oil. **Jennifer Lucey**, a researcher in the biology department, explains the challenges ahead and her hopes for the project.



**David Burrows (DB):** Does the food industry see sustainable palm oil as an important issue?

**Jennifer Lucey (JL):** Sustainable palm oil (SPO) has a major public awareness problem, with much of the general public being vaguely aware that oil palm is “bad” but not engaged with the issues. There have been instances where companies have added a “sustainable palm oil” label to their products and seen sales fall, presumably because previously, consumers were not aware there was any palm oil in the product at all.

**DB:** Sales of certified SPO (CSPO) are still quite low, aren't they?

**JL:** Many large companies, including the supermarkets, have commitments to source 100% CSPO in the next few years, many by 2015, and so apparently low uptake of CSPO currently is partly a result of a lag time as companies gear up for the shift.

**DB:** So is it a priority issue for grocers and catering companies then?

**JL:** Many companies have commitments to sourcing sustainable palm oil because of their wider corporate commitments to CSR,

and in order to anticipate future problems, rather than in response to current public demand. Informing the public about the extent of palm oil in products they use – about 50% of supermarket products contain it – and informing them that their choice is between products with sustainable palm oil or with unsustainable palm oil, rather than between products with or without palm oil, is key to making the sourcing of sustainable palm oil a priority within the food industry and for consumers.

**DB:** How do you think the new network you're involved with will help?

**JL:** The network has been established by the SEnSOR [Socially and Environmentally Sustainable Oil Palm Research] Project, and it will be conducting independent scientific research to test the effectiveness of the roundtable on SPO [which sets the standards for certification] and to recommend improvements. Providing a robust scientific evidence base for the effectiveness of RSPO's certification standards will help to improve the credibility of the RSPO standards.

**DB:** Will the results be published?

**JL:** The findings and recommendations will

be publicly available, and will also be useful to the development of national standards and for users and consumers of palm oil who wish to better define their own commitments to sustainability. The aim of the network is to communicate with people and organisations who develop or influence policy – businesses that produce, trade, use and sell palm oil and its products are important in influencing policy. We already have representatives from businesses and the consumer goods forum in the network, and anticipate that the membership of the network will expand.

**DB:** How will you define whether the network is a success or not?

**JL:** The network will produce a series of documents for policymakers on priority issues in the development of sustainable palm oil. A key aim of the network is to create and maintain dialogue and exchange knowledge between scientists and policymakers. The first document will be produced in the next few months, with a focus on greenhouse gas emissions from plantations, especially related to land use change, and will mark the first milestone of the network's activities.

Nestlé has reduced the amount of water used in European operations by 36% between 2004 and 2010, after changes to production levels are taken into account. Nestlé has committed to making significant cuts to its water use across Europe, reducing water consumption by 40% in its European production sites by 2020.



# A new natural environment

Recent storms have opened up opportunities to think creatively about living with environmental uncertainty, says **Professor Robert Tregay**.



Professor Robert Tregay is a landscape architect and masterplanner, an environmental scientist and farmer, and chairman of LDA Design.

**C**LIMATE CHANGE is natural and continuing. Unpredictability and extreme events in natural systems are normal, including the flooding of floodplains. Worse events than the current storms have occurred in the historic past. However, increases in greenhouse gas emissions over the past century have probably increased the frequency, severity and risk of future extreme weather events.

A primary cause of increased flooding was forest clearance in pre-Roman to medieval times; forests and forest soils absorb water better than open land. This was followed by post-war ploughing of grasslands for arable cultivation, which further reduced the capacity of the countryside to soak up rainfall. More recently, intensive farming practices, including loss of fallow periods and organic inputs from mixed-use farming, have further resulted in the breakdown of soil structure, reducing the capacity of soils to absorb and slowly release water.

So I am proposing a Natural Environment Strategy which would help us deal with a changing environment.

What might the strategy involve? In rural

areas, greening policies could be adapted to address flooding concerns; water runs rapidly off ploughed fields, especially on clay soils, causing flooding in towns sometimes many miles away. Measures could include support to restore soil structure through different farming practices, plus woodland planting and permeable grassland zones along stream margins, joining them up to absorb and slow down runoff within whole catchments.

These flood reduction measures would need to be fully integrated with biodiversity enhancement, the need to protect landscape character, local biomass fuel production and the continued needs of farmers to farm efficiently and produce our food. Piece by piece, year by year, the countryside would become better shaped to address human needs in cities as well as in rural areas.

In urban areas, solutions include green infrastructure, a network of green spaces bringing multiple benefits including water management, biodiversity enhancement, recreation and wellbeing for urban people, local food growing and perhaps renewable energy production. Through green

infrastructure, people are reconnected with the natural world, and the food and energy they consume. Green infrastructure would need to be retrofitted to existing urban areas and also integrated with new developments.

Let's be clear, the proposed Natural Environment Strategy is not a call for more government spending. Rather it should start by bringing together interests and expertise that have typically remained in different worlds – farmers and hydrologists, for example. It would also need to better join up existing initiatives in different government departments and agencies, and resolve conflicting perspectives.

Urban floods, farming, soils and food are all interrelated through the way we manage and are affected by the environment. The Natural Environment Strategy would join them up, use money more wisely and base human life on a better relationship with the natural world.



**CH&Co is proud to support Footprint**  
Sustainability and provenance are at the very heart of our specialist brands



[www.CHandCo.net](http://www.CHandCo.net)



# Interview with Alan Mullholland of Stalbridge Linen



**Q: Alan, as Operations Director of Stalbridge, you have seen the organization grow. With growth comes increased impact. Take us through the process of mitigating your environmental impact?**

**A:** The impact of growth manifests itself in many ways, potentially adding cost to the operation, to sustain such an impact requires change and adjustments have to be made. We have had to consider our processes, materials used for making linen, bedding and clothing. We consider fuel efficiency when selecting vehicles and replacing existing processing machinery.

**Q: Would you agree that it's the small tweaks of strategy that make a big difference?**

**A:** Small tweaks can and do make a difference such as our current program to install LED lighting panels throughout our offices (annual savings estimated at 22,546 kwh and 10 tonnes of Co2). However the strategy needs to be clear and agreed in the first instance so that the team are aware of the direction in which the business is heading, which is to be increasingly efficient to meet the commercial and environmental demands of our customers.

**Q: Have increased energy and natural resource costs impacted your business significantly?**

**A:** Commercial laundries use substantial amounts of water, energy and fuel. As the costs of these resources rise they consequently have an impact on the cost of our service. To counter this, we aim to recycle as much water and heat as possible, and invest in capital projects which drive increased efficiencies so that the impact in terms of the environment, and our margins are lower. For example we are using less than half of the water we used to in the wash process, at an average of 4 ltrs per kilo of work produced.

**Q: Do you face criticism for 'Linen Miles'?**

**A:** We are aware of the potential concerns of being a national laundry supplier and logistically we have to be very sophisticated



in our planning to lessen the impact. We have centralized our processing facility so that any concerns regarding the distances we travel are more than compensated for by the economies of scale in the laundry

process and the improvements we make there. The traditional model of a national service being provided by multiple sites is certainly no more environmentally friendly or efficient than our business model, and



we can be certain that our finish quality and service delivery is consistently high.

**Q: How much do your customers care about sustainability?**

**A:** A substantial number of our customers have highlighted sustainability as an area of their concern, which is why it is at the forefront of our thinking. Any proposals we make, or tender processes we enter into, have a strong environmental requirement and happily we are able to enter them with our own clear message that Stalbridge are ahead of the curve in this respect.

**Q: Have you measurably helped your customers' own sustainability endeavors?**

**A:** Simply by using a commercial laundry such as Stalbridge rather than doing it themselves or asking their staff to launder their own uniform improves our customers sustainability. Our processes are far more efficient than domestic washing and there are also benefits in terms of traceability if there is a risk to health and hygiene. Additionally we provide our customers with reporting to assist them in reducing their linen usage to enable them to be more efficient.

**Q: Businesses like Stalbridge have a real opportunity to innovate. How important is innovation in your business?**

**A:** Stalbridge has always tried to be at the forefront of its sector whether it's in

product design, service delivery or being more resource efficient. In the last year we have developed an extranet facility, which is unique for our industry, to allow our customers to access their account details online and we are presently trialing a hand held tablet with our service and sales teams in order increase the use of technology, and to reduce the use of paper, faxing and postage. We now print and post fewer than 40% of our invoices and this is dropping further by the week. Innovation is crucial to the continued success of the business.

**Q: Community is clearly very important to you. As one of the biggest employers in your area social sustainability is part of the businesses DNA?**

**A:** Typically in the past, laundry businesses have been built where there is a large populous to ensure that the availability of labour is in plentiful supply. We have often been unfairly viewed as an employer of last resort, however we support a number of local good causes and we hold open days to show the local community how we operate. As a strong contributor to the local economy we have a significant impact in our community and as in most factory environments we do have a number of staff where previous generations are working or have worked with us. It is important therefore, that this link is maintained and Stalbridge is seen as a safe, fair and successful company to work for.





# Stalbridge Linen Hire & Laundry Services

FOR OVER 35 years Johnsons Stalbridge has remained at the forefront of the industry, providing customers in the catering, hospitality and leisure industries with high quality complete linen hire and laundry service coupled with a spotless reputation and a genuine commitment to improving their environmental credentials.

## Embedding Responsible Behaviour

The company takes its environmental responsibilities seriously, continuously looking for ways to ensure that their machinery is energy efficient and all working practices are effective. As a business with heritage and a reputation in the industry, they clearly understand their responsibilities to their employees, suppliers, customers and surrounding community. They are committed to embedding Corporate Social Responsibility best practice into every aspect of their operations, exhibited in 2013 with a prized Footprint Award for 'Energy Efficiency', having demonstrated reductions, innovation, implementation, strategies and savings throughout the supply chain.

Stalbridge recognises its responsibility to do business in a sustainable fashion and to protect the communities in which they operate. Donald Smith, Commercial Director at Stalbridge says that: "Last year we invested £1.2m in our factory facilities in order to achieve the requisite reductions in energy and water consumption. It is fantastic that this investment, and the results we have achieved, have been recognised in the industry and we will strive

to make further improvements in the future."

## Past, Present and Future

A clear environmental policy is in place which all employees are trained on and encouraged to keep at the forefront of their minds. The policy demonstrates how the company complies with all legislative and regulatory standards, which relate to environmental aspects of its activities, and shows how Stalbridge will continue to invest in improving its environmental performance.

As a company which has experienced enviable growth since its inception in 1975, it can be a challenge to ensure that policies which are not core to the business are given appropriate credence throughout the workforce - but the culture of the company, conceived by David Coulter, is one that is receptive and compliant to change and innovation. David began a small business catering for wine bars in the city of London and then set up a base in Milborne Port. The company grew, mostly by recommendation, into developing a further site in Shaftesbury, now used as its head office. Over the years further sites were developed in Glasgow, Dorset and Nuneaton and it became a part of the Johnson Service Group in 1995.

## Energy Efficient Industrial Laundering

Industrial laundering reduces greenhouse gas emissions by 30% compared with domestic laundering (ref: ESTA - Study on comparing industrial v domestic laundering) and Johnsons Stalbridge Linen is leading the way in helping the textile services industry to

reduce its carbon footprint through continued investment in energy and water re-cycling systems. As a result;

- Some Stalbridge laundries are capable of recycling up to 50% of the waste water used in the laundering process to help control its environmental impact.
- The vehicle fleet covers over 4.5 million miles per year and each driver has been trained to reduce miles used per gallon by re-routing, saving 89,928 'linen miles' per year and 36,090kg CO2 emissions.

## Climate Change Agreement

Johnsons Stalbridge Linen is fully committed to the climate levy agreement and regulations which were introduced as a result of the Kyoto Protocol in 1997. The agreement tasks businesses with reducing their carbon emissions from electricity, gas and solid fuel. Stalbridge has exceeded the required savings and is currently running at - 22.05% with a target of - 7.5%.

## Ethics and the Community

Johnsons Stalbridge Linen meets its requirements under the 1990 Environmental Protection Act as all chemicals used fall under the EU REACH (Regulation, Evaluation & Authorisation of Chemicals) aiming to ensure a high level of protection of health and the environment. Additionally, the Stalbridge ethical procurement code of conduct has been developed around awareness of environmental and ethical issues and the company is fully committed to only use suppliers that adopt similar principles.

# Quality of life services



When you outsource your services to Sodexo, you'll join over one million people whose lives we enhance every day. As experts in Quality of Life services, we provide a range of facilities management services that will help you concentrate on what you do best. We quickly become key players in your team and our experience ensures that we'll be talking your language in no time at all. In fact, we're ready to talk to you today.

Call us now on 020 7404 0110 or visit us online at [www.sodexo.com](http://www.sodexo.com)







Specialist Linen Hire & Laundry  
For the catering, hotel & leisure industries



*Quality*



*Service*



*Flexibility*

**Johnsons Stalbridge Linen Services t: 0800 093 9933**  
**info@stalbridge-linen.com    www.stalbridge-linen.com**

*Caring for the environment and the community*