

BUYING STANDARDS

Is the public procurement scorecard mutton dressed up as (British) lamb?

INSIDE THE BOX

Does sustainable packaging create morally licensed consumers?

ETHICAL WIFI

How free internet access can enhance customer experience

NOT A BIG DEAL

Responsibility Deal struggling to attract high-street support

FOOTPRINT

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Glass half empty or half full?

Will independence put Scotland's food and drink sector in the spotlight or leave it in the dark?

TUCO Supplement:
Higher Education
Sustainability Focus



PACKAGING SPECIAL:
SEE PAGES 12, 13, 16, 19, 21, 24 & 25

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the City of London Corporation



Footprint Forum: Ethics in Education
8th December Woburn House in
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COMMENT

A (recyclable) can of worms

David Burrows

Editor



I HAVE WRITTEN my fair share of articles on packaging, but the subject rarely fails to interest me – or many of my colleagues in the mainstream press. Packaging, from plastic bags to tin cans and vegetable film to compostable cups, is often in the news. And often under attack.

There is one example that I often roll out. It involves individually wrapped bananas, circa 2011. The man from Del Monte (for that was the brand involved) should say no, screamed the headlines, conveniently ignoring the fact that the bags contained controlled ripening technology to extend the shelf-life of the fruit by up to six days. Deliveries would be cut. Food waste reduced. And the bags could then be recycled.

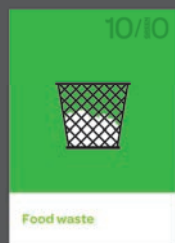
The reasoning behind packaging is often hard to communicate. With 50% of shoppers of the opinion that packaging is “bad for the environment”, there's a big job to do. But it's started. The Fresher for Longer campaign being run by Incpen, the British Retail Consortium and the Food and Drink Federation should be applauded. The

messaging is beginning to move away from the much-maligned “sustainable packaging” (page 12) towards appreciation of the role packaging plays in reducing food waste up and down the supply chain.

Drinks have been trickier. Especially hot ones in takeaway form. When it comes to foodservice waste, one of the long-term headaches has been the disposable paper cup. Of the 2.5 billion used in the UK each year, pretty much all of them are landfilled. Can a new initiative to collect the cups and recycle them succeed where others have failed? Possibly (page 16).

Of course, rather than use a cup and recycle it, it's always better to use it and reuse it. Interest in reusable cups, like KeepCup, is certainly rising but those coffee shop owners I have spoken to recently feel they haven't quite taken off yet. It's about changing consumer habits. But it's happening with plastic bags (bags for life), so why not cups? Perhaps a tax on paper cups is in order ... but that would demonise a very useful piece of packaging, wouldn't it? As ever, never a dull moment in packaging.

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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.

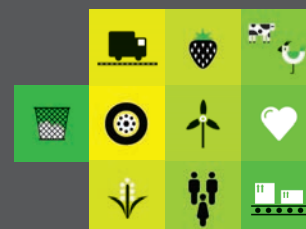
10/10 Food Waste

Definition

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

Measurement

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



Healthy food off the hospital menu

Scorecard replaces government buying standards; Costa rolls out across England's hospitals; and the arrival of genetically edited food.



TENDERS FOR public procurement contracts have had more than a hint of the buy-cheap-and-bang-it-out about them. This isn't the catering sector's model, it's the client's; in this case the government. This, as detailed in *Footprint's* "Race to the Bottom" report in March 2013, could certainly have had a part to play in the introduction of horse meat into the supply chain. There is a £2 billion budget at stake and, in a time of austerity, the government is keen to ensure value for money. But comments made by the new DEFRA secretary last month offer a whiff of hope that things could change.

Elizabeth Truss, launching a new scorecard for central government procurement of food, also encouraged schools and hospitals to forego their lowest price tendering models and buy local. But where will the money come from? The new "Plan for Public Procurement" behind the scorecard replaces the old government buying standards, which were much maligned and largely ignored. Is this a case of dressing mutton up as (British) lamb?

Costa care

THE DEPARTMENT of Health met the government buying standards for 44% of the food it bought last year. This doesn't include hospitals, though they have been encouraged to follow the standards. The *Daily Telegraph* has taken a particular interest in hospital food, reporting in January that more than one in three hospitals trusts have

cut their spending on patients' meals in the past year. Some are spending as little as 69p a meal. In August the paper revealed that fast-food outlets were swamping England's hospitals, offering high-sugar drinks and fatty foods. In 160 NHS trusts there are now 92 branches of Costa Coffee, for example. Next most prevalent is WHSmith, once a stationer and now a keen peddler of huge chocolate bars. Health experts suggested that the NHS needs to "get its house in order" with hospitals "selling sickness".

Costa disagrees, not least because it labels products (which include juice drinks with four times the recommended sugar limits) allowing customers to make informed choices. Given that 30m hospital meals are left uneaten every year, hospital-goers and inmates (hospital food has been likened to prison food) are choosing fast food over hospital food. And Costa, Burger King and the like are taking advantage. Could new hospital food standards, announced as *Footprint* went to press, restrict their activity?



Super banana. Researchers believe fruits genetically 'edited' to produce more vitamins would be an easier sell than genetically modified fruits.

Genetically edited

GM TECHNOLOGY HAS traditionally long been a hard sell: coupling the words "genetic" and "modification" hasn't helped, and neither has the involvement of big corporate biotech firms. But how about "genetic editing"? The phrase has been coined by researchers in Italy. Instead of introducing new genes into plants and crops, the plants' genetic makeup is edited so preferable traits can be expressed. The result? Bananas that produce more vitamin A and apples that don't brown when they are cut. Writing in the journal *Trends in Biotechnology*, Chidananda Nagamangala Kanchiswamy of the Istituto Agrario San Michele in Italy explained that "the simple avoidance of introducing foreign genes makes genetically edited crops more 'natural' than transgenic crops obtained by inserting foreign genes".

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.

 **innocent**

This is the one

Within a week Scotland will have decided whether to stay with the UK or go it alone. But what does this all mean for the food and drink sector, north and south of the border? **David Burrows** reports.



THIS MONTH Scotland will vote on whether to remain a part of the UK or go it alone. As *Footprint* went to press, Alex Salmond and Alistair Darling, respectively the leader of the Scottish National Party and the head of the Better Together campaign, were gearing up for the second live TV debate. Some 700,000 postal voters will have just started to receive their forms. Ice bucket challenges aside, it's just got serious.

So what does this "once in a lifetime" decision mean for those in the Scottish food and drink sector?

The Scottish government has just published "Scotland's Future: Food and Drink". The report details how independence will "open new doors and access to new markets for our produce", said the rural affairs secretary, Richard Lochhead. "It will also ensure that food and drink companies benefit from the strong provenance of their produce."

That the paper ran to just six pages might come as surprise. This was short and sweet in a campaign that has been anything but. Let's not forget, too, that this is a sector that generated a turnover of £13.9 billion in 2012.

Between 2007 and 2013 there has also been a 51% increase in exports and a 32% growth in sales within British retail.

Growth targets were hit six years early and food and drink is now second only to oil when it comes to national assets. Few opportunities have been missed to tout the figures, and how they compare with those south of the border. "I don't want to rub it in," boasted Salmond at a conference in September 2012, "but it's worth noting that growth of food exports from our country have outperformed that of England, Northern Ireland and Ireland."

The Yes campaign claims the gap would be wider still in an independent Scotland. International trade deals, for instance, are negotiated by the EU on behalf of member states with the UK government negotiating in "Scotland's best interests". However, as the recently published report highlights, food and drink exports represent 18% of all Scotland's exports, but only 1.5% of those from the UK as a whole. "Governments in Westminster often do not prioritise this sector despite its economic importance in Scotland," the report reads.

A case in point is beef. The Republic of

Ireland already has an agreement in place with Japan; negotiations for a similar deal with the UK have been slow.

The importance of emerging markets for the UK food and drink sector cannot be overstated. The amount British consumers spent on food fell by 1.3% in July – the first drop since records began in 1989. PricewaterhouseCoopers has long warned that a reliance on "low growth" domestic markets and the eurozone is a risky tactic for food businesses. The most successful firms will be those that develop a business strategy focused on exploiting markets such as Japan, China and India, the accountants have claimed.

The coalition argues, however, that the UK has the clout to deliver lucrative food export deals. In response to the Scottish government's report, a spokesman explained: "We have beef export agreements with 47 countries worth £20m, opening the Scottish meat market to millions of consumers. In an independent Scotland, producers could continue to compete and sell goods as exports to the rest of the UK – but there is a difference between exporting and selling to domestic customers and retailers."

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Sustainability and provenance are at the very heart of our specialist brands



Morrisons and Asda have warned that food prices could rise in Scotland in the event of a Yes vote. The government spokesman was keen to highlight that, as part of the UK, Scotland has “unimpeded access to a domestic market of over 60m customers. There are no regulatory barriers when selling produce anywhere in these islands and we all use and trade in the same currency.”

Coins are often used in 50-50 decisions, but never has the type used been so critical. Whether Scotland could retain sterling was a focal issue in the first TV debate.

It clearly concerns food and drink businesses. Brad MacKay, from the University of Edinburgh business school, has been carrying out extensive interviews with business leaders across six strategically significant growth industries.

Of the 10 food and drink business leaders questioned, nine identified uncertainty over the currency and taxation system in Scotland as being “the most significant uncertainty for the future of their business operations” (see box).

In capital-intensive industries such as whisky, where it can be 10 years before the product is mature enough to sell, there was concern about the borrowing costs if, as a small independent country, Scotland pays a premium for borrowing on international markets.

A much larger survey of 759 businesses by Stirling University echoed these findings, with currency a concern for all types of

SPLIT ALLEGIANCE



The son of a Scottish father and an English mother, Paul Currie (pictured left) used to run a distillery on the Isle of Arran. He is now managing director of the Lakes distillery in Cumbria, where he has overseen the launch of The One – the first ever blend of British whiskies.

“I don’t think a yes vote will be catastrophic but I’m pro staying together,” he says. “As a small distillery we need a buoyant whisky industry north of the border. The uncertainty around currency, tax and EU membership is a concern. I also don’t buy the fact that Scotland could negotiate better deals outside Europe as an independent country.”

firm, especially those that mainly trade with the rest of the UK – 70% regard it as an “extremely important” issue.

Whisky has been the darling of the Scottish food and drink sector: it’s worth £4 billion and 40 bottles are exported every second. Diageo, which controls 40% of the country’s whisky production, has expressed its concerns relating to conflicts in currency and tax regimes in the event of a Yes vote.

But its CEO, Ivan Menezes, told the Wall Street Journal in May that the decision was for the people of Scotland to make, adding: “What we will fight for is keeping our industry competitive and thriving”.

That’s also important for those producers south of the border (see box).

Of course, others see opportunities that come with independence, such as the redesign of regulation, possible falls in corporation tax and greater government support (see box). Andrew Fairlie, a two-Michelin-star chef at Gleneagles hotel, believes the Scottish government has done a lot to support and promote the food and drink sector. “I am certain that with independence the industry will be in safe hands and continue to get the backing it richly deserves,” he said recently.

The latest “poll of polls” showed that 57% of those who have decided want to stay in the union, compared to 43% who will opt for independence. That’s a sizeable gap but there are still undecided voters to woo.

One food executive quipped last year that when it came to the detail of independence versus retaining the union, people were being “treated like mushrooms – kept in the dark and fed bullshit”. With less than three weeks to go until the vote, there is some light at the end of the tunnel.

FIVE MAIN CONCERNS AMONG FOOD & DRINK BUSINESSES

RISK	%
Currency change	90
Access to EU & UK markets	90
Taxation change	80
Uncertainty	60
Regulatory change	40

Source: Edinburgh University Business School, 2014

THE FUTURE'S INDEPENDENT

Priorities for an independent Scottish government

- Reduction of corporation tax
- Promotion of exports & a voice in Europe
- New arrangements for levy-funded bodies
- Streamlined access to health certification
- Improve practice on food labelling to enhance brand recognition

Source: Scotland's Future: Food and Drink, August 2014.

Compostable packaging helps Eco School reduce waste

Switching to Vegware's eco disposables has not only helped Truro's Penair School achieve the Eco Schools Green Flag Award, it has also served as a great educational tool to teach students about sustainability!



With over 1,200 staff and students, and a canteen that can only seat 250 at a time, this Truro secondary school needed to offer a takeaway service to

ensure everyone could have a hot meal if they wanted it. However, this created a lot of waste and the school were also finding litter to be a big problem.

Before

20 bags of waste a day → All waste going to landfill → £ Costing roughly £11,000 per year

After

3 bags of waste a day → Used Vegware composted with food waste → £ Saving roughly £9,400 per year

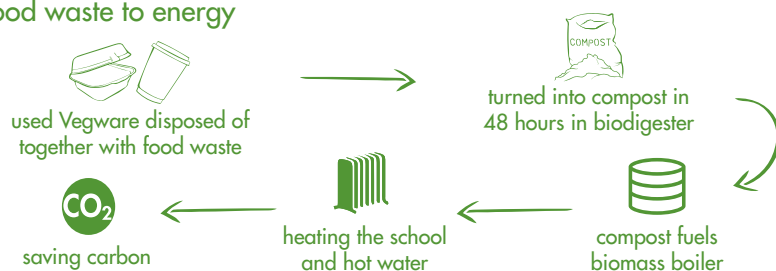
Keen to find an eco alternative, Penair decided composting on a large scale would be the solution, and introduced a large biodigester on site to convert all food waste into compost. Switching to Vegware's completely compostable packaging meant used containers could be simply disposed of together with food waste and composted in their biodigester in just 48 hours.

Penair now have a complete Food Waste to Energy process in place.

The compost they produce is used not only in their greenhouses, but also burnt in their biomass boiler, heating the school and their hot water – significantly reducing their heating's CO2 emissions.

Where they used to generate up to 20 large bin bags of waste a day, all of which was going to landfill, this has now been reduced to 3, and the school is no longer plagued by litter and seagulls!

Food waste to energy



Penair's Eco Audits for 1 August 2013 to 1 August 2014

4.6 tonnes of carbon saved
1.1 tonnes of virgin material saved
1.8 tonnes of used packaging diverted from landfill

1200 staff & pupils



750 meals a day

20 bags of general waste a day to

3



"Vegware's products are high quality, fit for purpose and attractive, and their support has been excellent. We are delighted we switched to using Vegware's eco packaging.

We have just been awarded the Eco Schools Green Flag (highest award) and are working towards our Food for Life Gold Award, both of which have benefitted from using Vegware products to support our sustainability efforts."

Louise Allen, Eco Coordinator, Penair School, Truro



Watch Penair students' film '5 steps to a more sustainable school' on www.youtube.com/vegware

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My viewpoint

Authenticity is the bedrock of sustainability, says **Gareth Kane**.



“RED FACES all round at Greenpeace this summer as it emerged that one of its directors regularly commutes by air from his home in Luxembourg to the NGO's HQ in Amsterdam.

Greenpeace initially defended Pascal Husting's frequent flying on the grounds that he has a young family, the train journey is a 12-hour round trip, and it was only meant to be temporary.

This argument would stand up for anybody other than the director of an organisation that has campaigned fiercely against air travel. If you make environmental protection a moral issue, then you cannot make high-carbon life choices out of convenience – because

that's exactly what you are criticising others for doing.

It's not only campaigners who fall into the "one rule for them" trap. I have come across several examples of business leaders who have declared a bold commitment to environmental issues and then turned up a week later in a brand new gas-guzzling company car. They immediately undermined everything good they had tried to do through a piece of crass self-interest.

In contrast I had a coffee last year with the sustainability manager at a blue-chip client in their funky foyer café. When we got up to leave, she panicked as she hadn't touched her drink, so couldn't put the cup in the recycling bin. After looking for a sink, she

necked the cold tea, winced, and recycled the cup with relief. "That might look stupid," she explained, "but I can't be seen to do the wrong thing – my reputation would be shot."

It all comes down to authenticity – being what you say you are. People believe what they see, not what they read. So you must do more than say the right thing, you must be seen to do the right thing.

The coda to the Greenpeace story is that a chastened Husting is now taking the train. ”

Gareth Kane is a sustainability author, blogger and director of sustainability consultancy Terra Infirma

The Political Print



THE CABINET reshuffle seems to have inflamed a very public spat between the deposed environment secretary, Owen Paterson, and Greenpeace. Claims and counterclaims, regarding burning effigies and death threats, provided the *Guardian* and *Daily Telegraph* with plenty of copy. Paterson's removal seems to have been the most controversial, but is that because the man himself is a heretic?

Paterson was told to solve the issue of bovine TB; he was the politician to pull

the trigger on swaths of the British badger population. The farmers' friend and wildlife's grim reaper. It was ever thus in politics: there are decisions to be made and each one will have winners and losers. Can there be a policy that results in only winners?

The former prime minister Gordon Brown's great failing was his desire to find perfect solutions, which manifested as indecision. The coalition government has taken a different line: quickfire decisions, followed by (rather embarrassing) U-turns. So was David Cameron's decision to put a gun to Paterson's head made in haste?

Those close to environmental policy would argue it's taken too long. As someone who clearly became uncomfortable when quizzed on anthropogenic climate change and an outspoken supporter of GM technology, Paterson and the eco-NGOs were destined to be uneasy bedfellows. His broadside attack on the green lobby (in his words: "the Green Blob") in the *Daily Telegraph* added fuel to the flames, leaving the greenest

government red-faced. But his attack, as one business blogger pointed out, also detracted from Paterson's willingness to debate controversial issues, not least GM, food security, bovine TB and fracking.

Would previous incumbents have done the same? Some of these issues have been on the desk of DEFRA secretaries of state for well over a decade, passed to Paterson from Margaret Beckett via David Miliband, Hilary Benn and Caroline Spelman.

Elizabeth Truss is now in charge. Given her constituency, South West Norfolk, flooding is likely to be her focus, along with farmers. Within a week she was announcing a new scorecard for public-sector food procurement that could produce a £400m windfall for British producers (see page 19). On BBC Radio 4 she encouraged schools and hospitals to forgo their lowest-price tendering models and buy local. Is there money to spend? After all, there are flood defences and waste infrastructure to build too. Welcome to life at DEFRA.

Food for thought



IN THE MARCH issue of *Footprint*, Nestlé's head of agriculture, Hans Jöhr, proclaimed that "we cannot certify or label people out of poverty". In reality, "shared value" wouldn't even be on Nestlé's agenda if it wasn't for the rapid redrawing of the consumer landscape, largely brought about by ethical labels. Certification alone may not hold all the answers, but to suggest it is part of the problem is misleading.

At Twin, we forge value chain partnerships and emphasise quality as a sustainable route to economic empowerment for smallholders. In our main commodity, coffee, selling to high-value speciality markets is easier said than done for new origins with no experi-

ence of global markets. This is where labels such as Fairtrade come in.

A good example of this is our work in the Democratic Republic of Congo (DRC). Twin was the first NGO to enter the country and meet coffee farmers back in 2008. We found a coffee industry decimated by a decade of civil war. According to government statistics, 1,000 farmers were drowning each year in the attempt to smuggle coffee across Lake Kivu into neighbouring Rwanda to sell it there. It was in this context that we met the fledgling co-operative Sopacdi. Although conditions in the region were ideal for growing premium-grade arabica, fulfilling their potential would require serious investment.

To open the door to lucrative international markets, we pressed for special Fairtrade accreditation in the conflict zone. With Twin as a guarantor, Sopacdi was able to sell under Fairtrade terms and put the Fairtrade premium towards building the country's first washing station in 40 years (left). Sopacdi was then able to consistently deliver the quality required by mainstream players such as Sainsbury's. As it grew, it invested further in quality and now produces award-winning coffee and sells to value-added speciality markets.

The results speak for themselves. Over this period, Sopacdi's membership has grown from 208 to 5,200, the farm gate price has doubled and for the first time demand outstrips supply. Fairtrade cannot take all the credit, but it remains a key tool among many in delivering better livelihoods for farmers.



Nicolas Mounard is MD at Twin & Twin Trading



The little interview

Vincent Igoe, MD at Olleco Scotland, on the first six months of the Waste (Scotland) Regulations.

Q: The new regulations are ambitious, requiring businesses to separate their waste, including food. What have been the big challenges so far?

A: The amount of time we have had to spend with each customer: firstly to explain the regulations in layman's terms and then to show them the cost benefits of segregating the waste into recyclable materials.

Q: Are waste contractors coping?

A: Many collection companies have seen the new regulations as a way to increase customer revenues and spend by simply delivering food waste bins and keeping

everything else the same. We don't. Landfill is almost twice the cost of recycling so segregating waste offers every restaurant the opportunity to save money, in many cases thousands of pounds.

Q: Are foodservice businesses coping with the changes?

A: Staff training and segregating waste streams within the kitchens has probably been the biggest challenge for the restaurateurs. The regulations require a big change in the culture of waste streams within kitchens and in many cases take time to get it right.

Q: Is it easier in some areas than others?

A: Of the main population belts we have seen a very positive reaction to the regulations from caterers in Dundee. Glasgow is a few steps behind; there it seems that organics are still being landfilled unnecessarily, but hopefully this will change in the next six months.

Q: How is policing of the regulations working?

A: It's been a very light touch so far. We are aware of only one instance where a customer has signed up to our collection service because they were fined. Having said that, we do believe the regulations will be more stringently enforced in the second half of 2014.

Q: What's the outlook for the next six months?

A: I'd like to think that restaurant associations and governments from around the UK will look at the regulations and see it as a fantastic opportunity and not regulation for the sake of it.

Waste Utopia: Innovation & Collaboration

IN AN IDEAL WORLD, there would be a nice 'closed loop' approach to packaging, meaning that all materials are recycled, processed and reused by the supply chain to create either more packaging or something else. This, however, is not the case just yet.

The glamorous side of my job means that I spend a fair amount of time looking in the bins of our food service clients, mostly hotels, restaurants and pubs. This is not half as grim as it sounds or as it would have been a few years ago.

The contents of a general waste bin has changed significantly. It now makes good financial and environmental sense for companies to segregate food waste, glass, plastics and cardboard on site, and as a result, the volume of general waste produced is not only less, but much cleaner, less smelly and a lot lighter than it used to be. This is good news for a whole host of reasons. Less general waste means less landfill or Energy from Waste (EfW) and lighter, less contaminated general waste means it costs less to transport. This should translate into lower waste management costs for the business, assuming they are recycling the rest.

From this, it sounds like the majority of packaging related items are now being recycled, right? Sadly, this isn't yet the case and there are a few reasons why.

In theory, and thanks to hefty investment on the R&D side of things, there is a recyclable option for most packaging items.



However, as soon as these materials come into contact with food or liquid other than water, they are considered contaminated by the processors. Let's take soft plastic as an example, the type that might be used to vacuum pack meat or fish. The decontamination or cleaning required to allow these to be recycled is costly and impractical and so it ends up as general waste. So, whilst we are looking at vastly reduced levels of contamination, sadly, this is still enough to prevent certain materials from being recycled.

Linked to this is the financial viability and availability of recycling certain materials. A good example is Polystyrene (EPS, Expanded Polystyrene). This material is recyclable, and there is a market for it as a commodity, however it is lightweight, bulky in volume and requires a specific type of processing. This means that the cost attached to collection and transportation of the material to the processing plants tends to outweigh its value and there is no economic case.

Unfortunately, I don't have solutions to either of the above scenarios, however

I believe that innovation now needs to focus on how we can realistically get these recyclable materials out of general waste and back into the supply chain. Collaboration between the Food Service industry and the processing plants is vital here, looking carefully at the lifecycle of these materials to work out how systematic change could be implemented.



**Jane Dennyson – Strategic
Development Manager, SWR**

Empty promises?



Sustainable packaging is everywhere, but should consumers really be that impressed by it?

Bran Knowles investigates.

THERE IS AN argument often made that small environmental wins add up to a big environmental win. The flaw in this logic is that it ignores the rebound effects that can result from ostensible “wins”. A classic example of rebound is the energy-efficient lightbulb, which would save small amounts of energy if used to replace its non-efficient counterpart. The trouble is, people most often end up leaving an energy-efficient bulb on for longer because they are comforted by the fact that it is consuming energy less quickly.

The idea of greening packaging is seductive, because who would advocate the annoying and upsetting amount of waste created by packaging? And the kind of rebound that occurs with lightbulbs is unlikely to happen here: consumers are unlikely to purchase more products simply because the packaging is less environmentally harmful. After all, there are more powerful economic drivers that would prevent this logic. People will continue to buy at similar rates, regardless of the packaging that wraps the products. So shouldn't we make that packaging less harmful for the environment?

The answer is "of course". And yet such greening could create another kind of rebound. If people think that by buying greener packaged products they are doing their small part, this could reduce their motivation to take bigger steps – the kind of steps that have a much bigger effect on the environment.

The idea of greening packaging is seductive, because who would advocate the annoying and upsetting amount of waste created by packaging?

We all know people who think they are absolved from any further environmental responsibility because they use bags-for-life rather than plastic bags – even though the environmental benefit of replacing plastic bags is minimal. As Mike Berners-Lee wrote in "How Bad Are Bananas": "When someone in the developed world walks home from the shops with a disposable plastic bag full of food, the bag is typically responsible for one-thousandth of the footprint of the food it contains."

The researchers Nina Mazar and Chen-Bo Zhong demonstrated this rebound phenomenon in their 2010 study involving online purchasing. They found the group that had bought "green" products online was subsequently more likely to behave in unethical ways compared with the group who looked at green products but did not buy them.

This, the authors explained, was because in purchasing these products the participants

felt they had achieved a "moral licence" to do whatever they wanted in the future. This is called the "moral licensing effect". Those who did not purchase the green items had not met their moral quota, as it were. Greening packaging has the potential to create "morally licensed" consumers, who are free in other areas of their lives to be as unsustainable as they please.

So what's the verdict on green packaging? To quote Berners-Lee again: "It is good if your supermarket is taking action on plastic bags, but don't let that stop you from asking what it is doing about the other 999 thousandths of its carbon agenda." In this case, we cannot allow green packaging to impress us too much, when often nothing changes for the business producing these goods other than the exterior – an exterior which is carefully designed by clever advertisers to generate consumption (and a premium: see page 25).

Ultimately, people just need to buy less. Very often, it is the packaging, green or not, that convinces us to buy items we otherwise wouldn't, or convinces us that there is a real difference between an item and its virtually identical competitors. Vance Packard's 1957 book "The Hidden Persuaders" and Robert B Cialdini's 1984 book "Influence" explain just how susceptible we are to the manipulation of packaging, even when the products inside are 100% identical.

In an ideal world, in terms of a sustainable consumer culture, all products would have environmentally friendly packaging, but it would all use the same plain colours and fonts and contain a simple, truthful description of the product, what it does and how to use it, to minimise these manipulative effects.

It is not just the materials that make our packaging unsustainable. It is the message it communicates, which compels us to buy more and more things that we don't really need. So where does this leave food and drink businesses?

Consumers have become increasingly concerned with the environmental impact of their purchasing decisions. When it comes to food and beverage packaging, a study by Ipsos InnoQuest found that consumers

were most likely to pay more for value-added features that related to freshness and sustainability.

The sustainability of packaging is clearly an integral part of a brand's positioning. It's also often the first point of reference for consumers. Brands often use packaging as an educational tool too, to communicate their environmental messages. We know that eco-labels can be a worthwhile tool to communicate sustainability claims – a 2013 TetraPak survey indicated that 54% of consumers trusted environmental labels, compared with 37% in 2011.

Greening packaging has the potential to create "morally licensed" consumers, who are free in other areas of their lives to be as unsustainable as they please

A study by the packaging firm MWV, meanwhile, concluded that respondents were equally likely to purchase a CD in a plastic case versus a coated paperboard box when both were listed at the same price. However, when a label reading "recyclable" or "biodegradable" was added to the paperboard package, consumer preference changed dramatically: nearly 70% of consumers preferred the paperboard box over the non-labelled plastic case.

Focusing on product packaging is one of the ways in which the sustainability discourse is being dominated by free-market logic. Giving the consumer the power to buy the "sustainable" option is one way of making them responsible for the environmental problems we face. It also teaches the public that their only real power is in their role as consumer, which undermines their responsibility far more.



Bran Knowles is a research associate at Lancaster University, specialising in how design affects consumer behaviour

Palm oil progress

Demand is growing for sustainable oil but many companies still aren't doing their bit.



DEMAND FOR Certified Sustainable Palm Oil (CSPO) is outstripping supply for the first time. New data from the Roundtable on Sustainable Palm Oil (RSPO) also shows that the gap between sustainable and unsustainable oil is narrowing. However, it's a big gap to bridge.

In the first half of this year supply of CSPO, including GreenPalm certificates, was a shade under 5.3m tonnes – up 29% on the previous year (see table). In turn, sales almost hit 2.5m tonnes, representing a 48.8% increase. This is good news, says the RSPO secretary general, Darrel Webber, but the fact remains that production is still higher than purchase levels. It's also worth considering that the 11.1m tonnes of sustainable palm oil produced per year represents under a fifth of the overall market. At its recent roundtable event in London,

the RSPO called on every part of the supply chain to drive sales to the ultimate goal of 100% CSPO.

11.1m tonnes of CSPO are produced, representing 18% of the market

Europe has been ahead of the game when it comes to procurement of sustainable palm oil, but US companies including Mondelez, General Mills and Kellogg have all recently

made commitments on sustainable sourcing. In its 2013 palm oil scorecard, the WWF included US companies for the first time. The NGO's palm oil expert, Adam Harrison, noted the "gratifying progress by many companies" but admitted that demand for CSPO is "lagging significantly behind supplies – and from our scorecard we can see which companies are not taking the action they should to change that".

Period	Supply	Sales	Uptake
2014 (Jan - June)	5.276mmt	2.478mmt	47%
2013 (Jan - June)	4.089mmt	1.665mmt	41%
Growth	29%	48.8%	/

Source: Roundtable on Sustainable Palm Oil, August 2014.

The day our food ran out

AUGUST 7th marked the day when the UK's food ran out; or at least in theory. According to the National Farmers Union, self-sufficiency in domestic food production has fallen 2% to 60%. This marks over 20 years of decline. "To think UK food would only last until today [August 7] without imports is an alarming notion," said the NFU president, Meurig Raymond. "We know people want to buy British food with 86% of shoppers wanting more traceable food produced on British farms."

Self-sufficiency is, of course, not the conclusive indicator for the success of UK farming, but the trend is a concerning one. Export of UK food and drink has doubled in the last 10 years, but £21.3 billion more is spent on imports than is received from exports.

In July, the environment, food and rural affairs committee warned MPs that complacency could cost the country dear. "If we want our food production and supply chains to be secure, government and food producers must plan to meet the impacts of climate change, population growth and increasing global demand for food," said the committee chair, Anne McIntosh.

The MPs concluded that "sustainable intensification" of production is essential – and should include GM technology – and that supermarkets must shorten their supply chains to reduce the threats of disruption. Only one supermarket, Waitrose, responded to the committee's call for evidence.

Recently Tesco has come under fire for heavily promoting New Zealand lamb in the middle of the prime season for British lamb. Raymond labelled the retailer's stance "ridiculous".

Tesco has come under fire for heavily promoting New Zealand lamb in the middle of the prime season for British lamb

"Tesco stated that 'with the large demand for lamb we cannot always guarantee consistent UK stock'. I find this comment almost as ridiculous as last September's statement from Tesco that British lamb was 'not in season at the moment in the UK'.

"I am angry and disappointed that this comes only 18 months after giving such positive undertakings on its sourcing and supply chains for red meat. The UK was self-sufficient in lamb last year and lamb numbers are even higher this year. We have more than enough lamb available."

Access all areas

Hospitality businesses are losing business by not offering free wifi. But it's a service that can enhance customer experience in more ways than one, especially if it's done ethically, says **David Riches**.



NEW RESEARCH has suggested that three-quarters of hospitality venues are convinced that their quality of service and facilities are far more important to their customers than access to the internet. However, a third of travellers say they wouldn't return to a hotel that offered inadequate wireless access.

Consumers today expect good value, but they also expect good ethics, whatever the product or service. When we buy a loaf of bread, its label tells you exactly what's in it, its nutritional value and where the ingredients have been sourced. With wifi, showing consumers that label is a little harder, so it's important that you ask your provider the right questions to make sure your customers get exactly what it says on the tin.

An ethical wifi system enables you to create a balance of trust between yourself and your customers. When your customers sign up for wifi, they do so by sharing a certain amount of personal information with you – and if they sign up using one of their social networks, they share even more; their likes, dislikes, social and purchasing behaviour. What happens to that information demonstrates just how ethical you and your wifi supplier are.

So who owns this valuable data? Typically, if your wifi provider is one of the global telecoms or broadcasting giants, then they do, although they'll happily sell it back to you. If your customer data is important to you (and it should be), you should choose a wifi provider that not only complies to data security standards such as ISO 27001 and has robust disaster recovery

and business continuity systems in place, but that also is fully compliant with the latest lawful intercept regulations and provides appropriate filtering so that both your customers and your business are fully protected.

New technology allows businesses to use customer data responsibly to offer promotions, detailed menus or turn the lights on for them

Choose a wifi provider that can collect, store and potentially analyse this data for you, safely and securely, while you retain ownership and control. You can then create and deliver highly tailored, branded promotions that relate to their profile, location and behaviour.

Whether delivered through your own branded portal on their device or on digital displays or TVs in your foyer, restaurant or shop floor, this can have a genuinely ethical benefit too. Wastage of expensive printed material can be avoided if a menu or customer feedback form can be sent directly

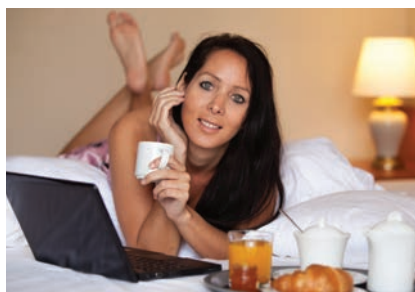
to a device. It also means you are more likely to collect far more accurate data, which in turn makes any subsequent outbound marketing activity far more cost-effective.

The pundits are now saying that up to 70% of consumers in-store have wifi-enabled devices in their pockets. Wanalytics is one of the latest innovations in wifi that enables you to identify what device is in use (or even switched on), where, and what it is being used for. It means that businesses can not only offer targeted promotions but also control and deliver lighting, heating and other services directly to where they are needed, reducing energy and creating a more eco-friendly environment in your business.

This level of intelligence from your wifi does rely on your provider being able to offer a service that is built on an open infrastructure to enable it to interface with other applications – whether digital displays or air-conditioning units. Not all wifi providers can provide this level of technical expertise or understanding of how to apply it to hospitality and retail businesses. And not all providers have established relationships with network providers who will automatically list your venue and services on their register of wifi services that they promote to their users, thus promoting your brand to an even wider audience.

If you're still unsure, ask your wifi provider for a list of reliable references and case studies. The relationship between a business and their customers is important; the way those customers are treated is what, in the end, makes a business ethical.

David Riches is technical director at Airangel



Decent wifi is costly, but it could boost repeat business and offer valuable data.



Closing the loop on cups

Can a new scheme for recycling disposable cups work where others have failed? **David Burrows** reports.

THE RECYCLING of single-use paper cups has long been a headache for the foodservice sector. They are used to carry hot drinks away from the premises, and that means the café, restaurant or fast food chain loses control as soon as the customer walks out the door. That doesn't mean they relinquish responsibility, but it makes recycling them more difficult. Not that they can be recycled, of course.

"If you turn up at a waste company with 20 tonnes of paper cups, they won't touch them with a bargepole," says Peter Goodwin, a director at Closed Loop Environmental Solutions UK. "The council might take them away in the recycling bin, but they end up in landfill or in incinerators; I'm pretty confident none of them are recycled here."

The problem stems from the fact that paper cups are not just made of paper – they're also 5% polyethylene, in the form of a thin coating that prevents your cup of joe turning to mush. But because it's fused to the paper layers, separating the two materials is expensive, so no one has bothered, and paper cups have been a constant, though contaminant, in the recycling streams. All 2.5 billion of them.

However, Closed Loop has launched a

partnership with the waste contractor Simply Waste Solutions that it claims is the first "robust scheme" for this stream of materials. Previous attempts, such as Save-a-cup, have failed. "We'll succeed where others have failed because there are now two facilities available to take paper cups," says Goodwin.

One of these is the Reclaimed Fibre Plant in the Lake District, operated by James Cropper. The site uses a warming process that separates the plastic coating from the fibre, with the latter then used for luxury papermaking and packaging.

Goodwin admits that his scheme, called Simply Cups, won't solve the problem of paper cup recycling in the UK, but the project has a sound business case and plenty of material to go at. "We're looking to secure paper cups from large single-occupancy offices that have materials collected through a single waste contractor," he adds.

Huhtamaki and Solo Cup Europe are among the packaging companies involved; other founding members include John Lewis, ISS and BaxterStorey. Mike Hanson, the head of sustainable business at BaxterStorey, says he is "100% confident" that the disposable cups used on the sites it manages will now be recycled rather than ending up in landfill.

Reuse rather than recycle

The news that plastic bag use is on the rise again will have calmed any last fears both the UK coalition government and the Scottish government have about introducing a tax on plastic bags. The hope is that a 5p charge will encourage people to reuse bags and bring their own. But it takes time.

Although the single-use paper cup has not received the media attention of the single-use plastic bag, there is a chance that the spotlight could soon shift – not least when the bag taxes are in force. Might paper cups be next on the agenda for those keen to clean up in our throwaway society? Some 2.5 billion of them are used every year, after all, and there are reusable options already on the market. But how popular are the likes of KeepCup, SoloCup and Joco? Can consumers be convinced to change their habits when it comes to their often-rushed morning caffeine fix? And what might the environmental benefits be if they do? Next month's *Footprint* will provide some of the answers.

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



Not loving it

Lack of progress on the government's high-profile public health partnership with many high-street brands means ministers may need to take a harder line.

IT'S EASY to see why the Public Health Responsibility Deal has its detractors. Launched in March 2011, the industry-government partnership is intended to "create the right environment to empower individuals to take responsibility for their health and make healthy choices". But given that just one in three high-street food outlets display calorie labels – one of the most high-profile pledges – it's becoming harder and harder to see if this approach will ever work.

The Footprint Special Interest Group welcomed Jo Newstead, the Food Network lead for the deal at the Department of Health, to its July meeting. It was clear that her team has been disappointed with the engagement levels of the branded restaurants on the high-street. "We need much more traction from the out-of-home sector on the high-street," she said. "The contract caterers have been better."

This polarity is perhaps not surprising. Not only will the contract caterers be under



Fast food, slow progress. There's been limited progress on Responsibility Deal pledges, especially those for calorie reduction, among high-street brands, including McDonald's, Burger King, Domino's and Pret A Manger.

pressure from clients – private or public – to come into line with health policies, but their low profile among the consumer at large enables them to work under the radar.

The responsibility deal requires commitments, and that means failure can lead to bad publicity. Let's not forget that some of the pledges involve reformulation and an ability to adapt dishes and trial new offers: this is easier in a staff canteen than in the full glare of a busy city centre.

A quick glance at the signatories for the target on maximum salt per serving in the out-of-home (OOH) sector highlights this fear of failure. This pledge, specifically adjusted to take account of the OOH sector, is one that the campaign group CASH

(Consensus Action on Salt and Health) felt particularly positive about: "We hope that it will cause restaurants and the like to catch up with the rest of the food industry." Yet just six companies have signed up since March 2014. Jamie's Italian and Subway are the only high-street brands brave enough.

This raises the question: does the government need to take a harder line? Researchers from the policy research unit at the London School of Hygiene and Tropical Medicine have assessed evaluations of 36 different voluntary agreements, concluding that they "can be an effective policy approach for governments to take to persuade businesses to take actions".

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There was an important caveat, however: "Agreements without appreciable sanctions for non-compliance and/or credible monitoring with publicity are less likely to be effective."

In this respect, the government might have a problem. Earlier this year, Richard Cienciala, the deputy director of the Department of Health's obesity and food policy branch, defended the close relationship and numerous meetings that have been held with the food sector. He said the Responsibility Deal "has been important, partly in the things it has achieved but also in the way it has provided a vehicle for industry to come together with the public health community, with NGOs; with those passionately interested in the subject and to find a common purpose".

Critics argue that the scheme has been more collusion than collaboration. In March's Footprint, Professor Martin Caraher from City University London highlighted the imbalance on steering groups that has led to changes in the wording of some pledges, which amounts to a watering down. Caraher also noted that most of the restaurant chains had agreed to add calorie labels to their menus, but declined to sign the calorie reduction pledge to reformulate or reduce the portion size of their products (see graphic).

It is clear that there is excellent work going on. But this still involves the few rather than the many and, generally, the contract

caterers rather than the high-street brands. Change will take time. As Ian Nottage, the chef director at Reynolds, explained to the special interest group, there is a danger that government and industry are overlooking where big differences could be made, including training. "We're two steps ahead and we should be taking two steps back. Chefs are trained to 'bang in' the butter, 'bang in' the salt and 'bang in' the sugar."

Whether the Responsibility Deal is moving forward is difficult to determine: measurement of its impact is, by the Department of Health's own admission, proving difficult. What is clear, though, is that to have any chance of nudging people towards healthier choices, Newstead and her team might also need to provide the high-street chains with a poke. Otherwise, they may have to reach for the regulatory stick.

Who has signed up?

The government's Food Network has been disappointed with engagement from high-street chains. It seems that many are signing up to simpler pledges. This table shows that 25 foodservice companies have made the calorie labelling pledge, but just five of that group have also signed up to the more challenging pledge to reduce calories in their meals.

Calorie reduction
OOH Labelling

Company

Company	Calorie reduction	OOH Labelling
Aramark	✓	✓
Artizan	✓	✗
Bartlett Mitchell	✓	✗
Burger King	✓	✗
Camden Food Co	✓	✗
Compass	✓	✓
Dine Contract Catering	✓	✓
Domino's	✓	✗
EAT	✓	✗
Gather & Gather	✓	✗
Greggs	✓	✗
Harbour & Jones	✓	✗
Harvester Restaurants	✓	✗
Initial Catering	✓	✗
ISS	✓	✗
JD Wetherspoons	✗	✓
KFC	✓	✗
McDonald's	✓	✗
Lexington	✗	✓
Pizza Hut	✓	✗
Pret A Manger	✓	✗
The Real Greek	✓	✗
Sodexo	✓	✓
Starbucks	✓	✗
Subway	✓	✓
Whitbread	✗	✓
Wimpy	✓	✗
Yo! Sushi	✓	✗



Subway's higher standard. Fast food chain, Subway, is the only high-street brand to have committed to both the OOH labelling and calorie reduction pledges.

Source: Department of Health website. Accurate at time of printing.

Can we recycle more?

Research shows that consumers want sustainable packaging, but it needs to be easy to dispose of.



THE DEBATE on sustainable packaging has resurfaced after research published by Forum for the Future, an environmental NGO, and commissioned by Novelis, a supplier of rolled aluminium products and recycler of aluminium cans. A survey of 3,000 consumers across the UK, US and Poland found that 62% of respondents would “feel negatively towards a company that didn’t use the most environmentally friendly packaging available”. It also found that 75% agree that companies should reduce the amount of new raw materials used in creating packaging; 56% would switch brands if one had a significantly better environmental impact than the other; and 82% agree that companies should increase the amount of recycled material in the packaging.

This summer’s campaigning against the sweet company Mondelez provides a case in point. At the recent annual meeting investors representing \$11.8 billion (£6.9 billion) worth of shares demanded that the company behind Oreo, Cadbury and Milka chocolate switches to greener packaging. The proposal received 28.4% shareholder support, proving that “a significant number of investors recognise the risk to Mondelez’s brand posed by its throwaway packaging”, said Conrad MacKerron from the advocacy organisation behind the move.

Forum for the Future’s researchers concluded that “sustainability increases brand preference”. What’s more, they think that sustainable packaging will become a “hygiene factor” for companies, which will be fuelled by increased transparency and higher consumer

expectations of the sustainability of the products they buy. This finding caught the eye, so does it mean that sustainable packaging has surged up the priority list?

Quentin Clark is head of sustainability at Waitrose. He says that packaging is one of the biggest points of contact between a supermarket or brand and the customer. The challenge is therefore “finding the sweet spot between technical performance and minimisation”. Those from the packaging sector tend to agree. Tony Foster, the sales and marketing director at the UK packaging division for DS Smith, says: “Ensuring the packaging fulfils its primary purpose is usually the most important factor, and beyond that there will be a judgment made about the materials used and what it says about the retailer.”

“It’s not a case of you win by moving to sustainable packaging, but more that you’ll get hammered if you don’t”

Foster believes that consumers “will be influenced by the packaging they see and this will also affect their perception of the brand and in turn the retailer”. Consumers tend to associate what’s on the shelf with the overall image of the retailer and one of the big goals is to make what’s on offer recyclable. This is where they can stray into “greenwash”, as Nicola Jenkin, an associate director at consultants Anthesis, explains. “A simple, but very good example of where greenwashing can occur is on recycling messaging. It is quite common for packaging to be promoted as

‘100% recyclable’, but what does this mean? In essence, everything can be collected for recycling, but what happens to it when it is reprocessed?”

Retailers, caterers and local authorities are not always on the same page. Research by Marks and Spencer shows that its customers “find it frustrating” when packaging is not compliant with local kerbside services. Clark explains the chicken and egg situation that often arises: “As we produce recyclable materials we need local authorities to be able to recycle them.”

In the past there have been some public-private disagreements, not least when Del Monte introduced individually wrapped bananas. “The man from Del Monte should say no,” the Local Government Association told the *Daily Mail*, arguing that it would increase household waste. However, the plastic was recyclable and the little bags included controlled ripening agents that extended the shelf-life of the fruit by up to six days.

Ian Wood, the executive director for brand strategy at agency Landor, says that retailers and brands are generally wary when it comes to promoting the sustainability of their packaging. “It’s not a case of you win” by moving to sustainable packaging, “but more that you’ll get hammered if you don’t”, he says. For those that do manage to get it right, there can be a “lovely halo effect” he adds. This leaves hope that packaging will eventually shake off its environmental sinner tag.

This is adapted from a piece first published in *Recycling & Waste World* on September 4

The one that got away

Sustainable fish are proving an elusive catch in England's primary schools with 86% of pupils missing out.

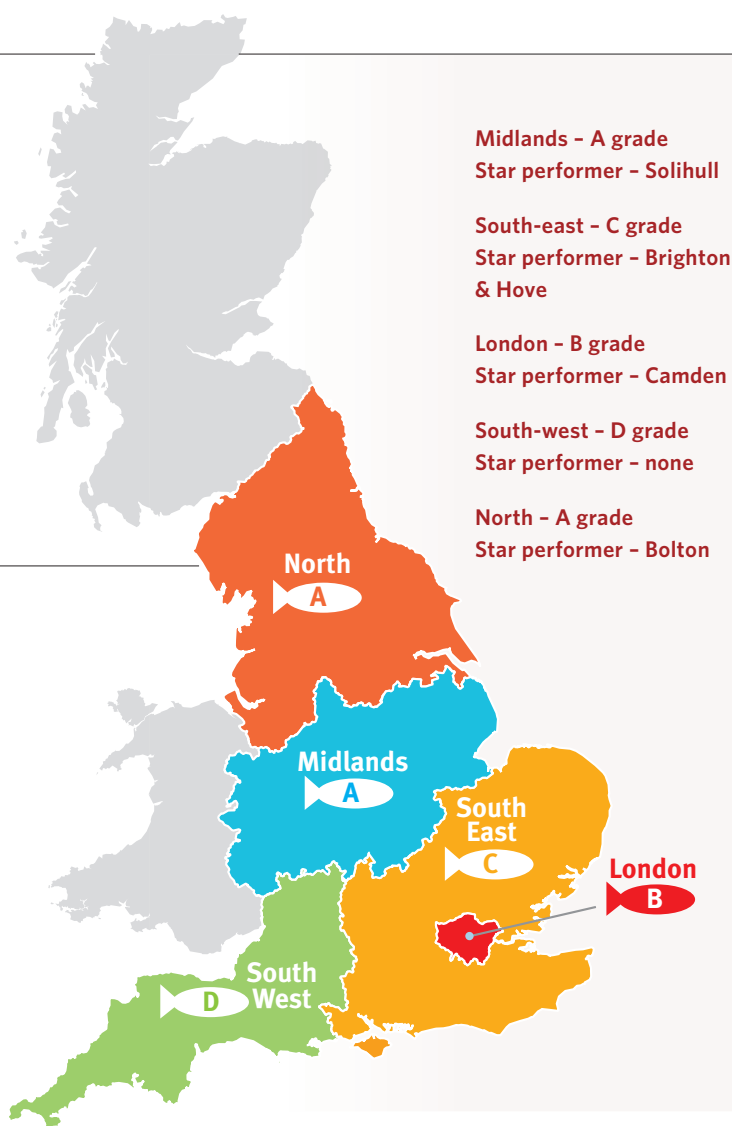
KIDS ARE still finding it hard to find sustainable fish on their school dinner menus. According to the Marine Stewardship Council (MSC), 86% of England's primary school children "miss out" on responsibly sourced seafood. Of the 2,416 state-funded primary schools that serve certified sustainable fish in their canteens, 1,465 are in the north of England and the Midlands, while the combined figure for the south-west, south-east and London is 951. Just 42 of England's 156 local education authorities have chosen MSC-certified supplies, with many of those 42 being represented by only one or two schools. The findings show the "dramatic differences" across the country (see map).

640,000 of the 4.3m primary school children in England have access to sustainable seafood

Toby Middleton, the UK senior country manager for the MSC, says 14% of England's 16,784 primary schools currently provide a choice of certified sustainable fish in canteens, which means that 640,000 of

the 4.3m children across these schools have access to sustainable seafood. Availability is expected to rise from next year when new school food standards become mandatory. However, the standards are vague in the commitments required, suggesting that school caterers "visit www.msc.org for advice on buying responsibly sourced fish" and buying food "in line with government buying standards" – these

recommend choosing fish from verifiably sustainable sources. There are currently nine MSC-certified suppliers, including 3663 and Birds Eye Foodservice, while eight contract caterers including Caterlink, Eden Foodservice and Taylor Shaw offer MSC certification. The latter announced in May this year that pupils across the Durham LEA area in 217 schools are now being offered MSC fish once a week.



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An ounce of (waste) prevention

The progress made in recycling rates is impressive, but should businesses be doing more to reduce the amount of waste they create? **Jamie Pitcairn** and **Rupert Carrick** certainly think so.



IN THE LAST 20 years a huge focus across the UK has been placed on recycling, yet it's still the second worst option for managing our resources, behind reuse and reduction. Recycling will not fix the UK's dependency on primary material use or reduce its exposure to resource scarcity or inevitable commodity price rises.

Don't get us wrong – recycling targets have played a very important role. They were a necessary step to embed greener behaviour within society, and the fact that recycling is a physical act that the public and businesses could all participate in certainly helped.

Waste prevention, on the other hand, is only a success if you can't see it – but that doesn't mean it should be ignored, especially for those in the food sector where margins are already being squeezed as material and energy input costs increase.

There is no better example of where prevention is better than recycling than food waste – large amounts of energy are required during the production and processing stages. Reducing food waste at source and better management of the residual material can make a major contribution towards improved sustainability.

Grown but uneaten food has significant environmental and economic costs due to its enormous embedded energy content. Consider this statement from a recent report by the UN Food and Agriculture

Organisation: if we ignore greenhouse gas emissions from land use change, the carbon footprint of food produced and not eaten is estimated to be 3.3 gigatonnes of CO₂ equivalent; as such, food wastage ranks as the third top emitter after the US and China.

In addition, cities are playing a much bigger role as a result of greater urbanisation in the UK and elsewhere. The concentration of people within our urban areas means that a city's demand for food has become increasingly important – so too has the amount of food waste arising in cities.

Waste prevention is, by definition, only a success if you can't see it

It is no surprise to find that food is the single biggest item in household waste bins and accounts for between 35% and 40% of all the waste thrown away. Readers will be well versed in research by the Sustainable Restaurant Association, among others, which has found that food waste, health and nutrition, and locally sourced produce are the three top issues that diners want restaurants to focus on.

Seven million tonnes of food waste is produced every year in the UK, making it a priority waste stream for businesses and local authorities to tackle. In Scotland, the Waste (Scotland) Regulations 2012, which came into force in January 1st 2014, require businesses to present metal, plastic, glass, paper and card for

separate collection, while food businesses producing more than 50kg of food waste per week must present it for separate collection. In the longer term there will be a ban on biodegradable municipal waste going to landfill from 2021.

These regulations are potentially the most significant development in UK recycling since the introduction of targets in the late 1990s, and a clear guide to how the Scottish government wants to address the waste issue.

This has already led to businesses and local authorities in Scotland taking action on implementing separate collections and driving forward on food waste prevention and collection methods.

According to a 2013 report published by WRAP, entitled "Overview of Waste in the UK Hospitality and Food Service Sector", approximately 18% of all food purchased in the sector is wasted and three-quarters of this was avoidable and could have been eaten.

The cost of food waste is now a staggering £2,800 per tonne. This includes not only the cost of the food and ingredients, transportation and disposal costs, but also lost revenue to the business, and food preparation and service costs. Given that even a modest café, in our experience, may produce about eight tonnes of food waste a year (about 150kg a week), this represents a significant potential saving of thousands of pounds per year by making some simple changes.

Continued on page 24



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So what does this mean for businesses?

There needs to be more focus on food and packaging waste prevention. In focusing on the opportunities to improve waste prevention, businesses can add the savings benefit straight to their bottom line.

During recent audits we carried out of hospitality businesses (which included cafés, restaurants, pubs, quick service restaurants, B&Bs and some of the UK's largest hotels) it was apparent that food waste is treated as a higher priority issue than say five years ago. However, there is still plenty of room for improvement.

For instance, although there were many encouraging instances of good practices, a significant number of businesses still did not appreciate of the size of the issue, how much food and packaging waste they produce and how much it costs them. Some of the measures and improvements we helped them to implement were done at either no or low cost.

In our experience staff awareness of food and packaging waste prevention varies widely, and it only takes a quick inspection of waste bins to find evidence of how much valuable food and packaging material is being discarded.

Conducting a simple review of how ingredients are purchased and improving the way stock is rotated can help to reduce spoilage waste. By doing something as simple as monitoring plate scrapings, businesses we worked with were able



Easy does it. Recycling has benefited from being a physical act with success clearly visible. Reduction is only a success if you can't see it.

to identify wasteful menu items (such as salad garnishes) and adjust portions accordingly.

The average café might well produce eight tonnes of food waste per year, and the cost of that is £2,800 per tonne.

A number of premises even considered offering doggy bags – last month Zero Waste Scotland launched a Good to Go campaign, with restaurants in four major cities offering doggy bags so diners could take away their leftovers. Some leftover portions and ingredients can be reused in other dishes, by either incorporating into daily specials or staff meals.

Packaging waste was also reduced in a number of the businesses audited by implementing a range of simple measures. These included reviewing their

packaging waste to identify which could be prevented, specifying to suppliers to use returnable plastic trays, and agreeing with suppliers to take back material such as cardboard boxes.

There are substantial opportunities for businesses to save money by implementing measures to prevent food and packaging waste. Businesses are certainly more aware of this issue now than they ever have been.

However, waste prevention can only go so far. For the waste that is inevitably generated, there is still plenty of scope for businesses to manage it more cost-effectively through source segregation, collection and treatment in a dedicated anaerobic digestion facility, for example.

Recycling has taken us a long way down the path to a more sustainable food sector, but there is much further to go.

With a booming population, limited resources and rising input costs, waste reduction needs to become the norm – and quickly.



Jamie Pitcairn (top) is Scotland director and Rupert Carrick is a senior consultant, both at Ricardo-AEA

Collaborative recycling approaches

Collaborative schemes are becoming popular across UK cities with restaurants, hospitality businesses and other SMEs joining up to procure new and improved recycling contracts. More than 300 restaurants and hotels across Manchester have signed up to a local food waste collection scheme and the Glasgow Restaurant Association, representing more than 80 establishments, has signed a deal with Glasgow City Council. This means a dedicated team will collect food, glass, dry recycling materials and other waste from a number of eateries. Council officers will carry out individual visits to new restaurants that join the scheme to create a tailor-made service best suited to their needs. It is through approaches such as this – businesses working collaboratively and driving waste prevention – that the greatest financial and environmental benefits can be achieved. The challenges are great, but the opportunities are there and momentum is building.

What price sustainability?

In grocery, brands are everything. But can developing a sustainable image encourage shoppers to pay a premium? **Johan Anselmsson** reports.



SAINSBURY'S RECENTLY launched its biggest own-label campaign to date as it looks to build on growth rates that are outstripping branded products by two to one. The emergence and subsequent growth of supermarket brands has provided strong competition to established brands in many categories, but in packaged food the rivalry is particular intense.

This changing landscape has prompted a greater belief that brand-related factors – such as sustainability, origin and corporate social responsibility (CSR) – might enable manufacturer brands to distance their offerings from store label goods to secure a price premium. One study found that only one in five consumers are willing to pay a price premium for a certain brand based on perceived product quality alone.

The starting point for our study, published in the *Journal of Product and Brand Management*, was to develop an understanding of the driving forces behind consumer packaged food and why consumers want to pay more or less: if product quality is losing its strength as a competitive tool, then what else drives purchase decisions?

Brands from three consumer packaged food categories were selected: bacon, frozen ready meals and rice. The criteria for this choice were that the items were broad grocery categories with a high likelihood that the households surveyed would have bought at least one item from the category during the previous 12 months.

In each category, the market leading brand, the leading “me-too” private label and the leading discount private label were included.

The brand image, brand loyalty and the price premium were then all researched through a survey of household food purchasers aged between 20 and 74.

What did we find? While uniqueness and social image were the strongest drivers of a customer's willingness to pay a price premium in all three categories, sustainability factors – health, environment, working conditions and animal welfare – were increasingly seen as a brand strength.

The results also suggested that when consumers perceive that a food brand cares for society, the environment or its employees, the willingness to pay a price premium for that brand is heightened. This suggests that CSR commitments and a favourable CSR image positively influence customers' loyalty and willingness to pay a price premium.

Research breakdown:

- Uniqueness and social imagery are significant factors in building loyalty and attracting premium prices for CSR brands. This should be communicated in marketing.
- Talking about CSR is not enough; brand owners should use quality, social images or origin in order to market CSR products.
- Home country origin was a strong indicator for charging price premiums – scoring third in two of the three categories (except rice), suggesting that home country origin does have a positive impact on brand loyalty.

There is a caveat. CSR, as detailed above, is among the weaker influences on customers' willingness to pay price premiums, and this should raise some concerns for CSR brands. Due to their higher costs of production and the need to charge more (an assertion they normally use in their main sales arguments) the market share of CSR-branded goods is still only around 3%.

Our study was limited to the top brands in each category, so the very niche ultra-premium brands were not included. Although these brands have small market shares, studying them would likely provide even greater insights into how organic and sustainable products can attract price premiums.

We have found a new dimension to shopper purchasing, however: the important role of social image in attracting price premiums. It demonstrates that the images that drive loyalty are not necessarily the same as those that drive price premiums.

This suggests the importance of distinguishing between sustainable brand associations that drive price premium and others that drive loyalty. Brand managers must therefore be more precise regarding the objective of building a strong brand and whether it's to obtain a price premium, loyalty or both.



Johan Anselmsson is director of education in marketing and brand management at Lund University, Sweden

A simple step forward



As a further pillar to its sustainable strategy, which lies at the heart of Solo Cup Europe, the company has signed up as a founder member of Simply Cups, the new paper cup recycling initiative. The scheme aims to reduce significantly the 2.5 million paper cups that are sent to landfill or incinerated every year in the UK.

The Simply Cups recycling scheme has received strong support from across the supply chain including operators, distributors and manufacturers. Anne Sutton, Vice President for the Environment and Innovation for Solo Cup Europe said: "We are delighted to be part of this new

initiative and welcome Simply Cups proactive stance in the marketplace. This is a strong signal to our sector that we are taking the recovery and recycling of paper cups seriously. A credible scheme can only be achieved with critical mass and we are delighted to be supporting this initiative and wish it every success."

"At Solo Cup Europe we have long put the environment at the centre of our innovation and business development strategies and regard genuine sustainability as key to the future of our business. Our new web site, which will be launched shortly, reflects this.

The Simply Cups initiative sits alongside

Solo Cup Europe's many programmes to reduce, reuse, recycle and implement sustainable innovation across its business. This has resulted in the achievement of accreditations such as the Carbon Trust Gold Standard for reducing CO2 emissions, ISO 14001 for Environmental Management and ISO 50001 for Energy Management, awards such as the Foodservice Packaging Association's Marketing Award for its 'Sustainable Christmas' campaign, and product innovation using new materials and reducing packaging levels.

For more information go to www.solocup europe.co.uk or call 01480 459413



Waste nut, want nut

BRANDS ARE always longing to find the next big thing in health. In the past decade coconut water has become a billion-dollar industry, with demand growing 168% between 2010 and 2013. New products have also rocketed, increasing 540% between 2008 and 2012. But that's yesterday's new product development.

PepsiCo is hoping tomorrow's will be cashew juice, or rather the juice from cashew "apples". As farmers pick the cashew nuts, the stems – also known as apples – are discarded on the floor, where many simply rot. However, the *New York Times* has reported that the drinks giant will be keeping some of this waste to turn it into juice – adding a tangy, sweet flavour to mixed fruit juices sold under the Tropicana label in India.

However, the plan is to use it worldwide as an exotic addition that's cheaper than the likes of coconut water and açai. VD Sarma, the vice-president for global procurement at PepsiCo India, explained that coconut, pomegranate and lime juices are "popular, but affordability is becoming a major issue. So we are always looking for new juice sources that are locally produced to help bring prices down for us and customers."

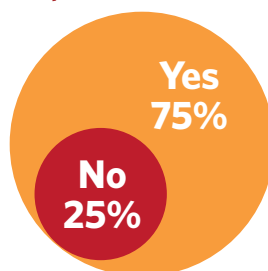
The cashew apple is nutritious, with five times as much vitamin C as an orange. A study published in the *Journal of the International Society of Sports Nutrition* last year showed that cashew apple juice may help to burn fat (though more research is required). The downside is that the fruit ferments very quickly – often within 24 hours of being picked. As PepsiCo have noted: "We can't have Tropicana with alcohol in it."

Fruit juices have taken a lot of stick in the past 12 months: in January, Professor Susan Jebb, chair of the Responsibility Deal's Food Network, suggested taking them out of the

five-a-day recommendations due to high sugar content. It's hardly surprising, therefore, that the big food and beverage companies are looking at new ingredients. Cashew apples are sweet, but what appeals to PepsiCo and its farmers in this case is that a waste product is being promoted as a premium product. Is this a case of where environmental sustainability trumps health?

FOOTPRINT POLL

Will the government's new food scorecard make public procurement more sustainable?



From the web

GREENER

- Green arches – McDonald's is to expand the range of fruit and veg available in its Happy Meals, but only in the US.
- Drink to this – Bacardi has committed to ensuring that all its sugarcane products are sustainably sourced by 2022.
- Discards down – research shows that less than 1% of cod is now discarded.

GROSSER

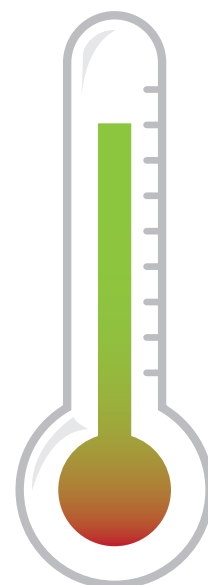
- Recycling stalls – England's household recycling rate continues to stagnate, with levels rising just 0.1% in 2013.
- Hospital health warning – the *Sunday Telegraph* has revealed that fast food chains are expanding throughout England's hospitals, "fuelling obesity".
- Larder empty – NFU suggests that August 7th was the day that UK food supplies "ran out" with the UK only 60% self-sufficient.

Who said that?



"Scotland's premium quality food and drink produce is world-renowned and in demand from top chefs and discerning consumers in all corners of the globe. I believe that with independence, Scotland will see a further sustained jump in growth for our unique and premium food and drink."

Scotland's rural affairs secretary, Richard Lochhead, pushes the independence message to the food and drink sector.



Manchester University case study

The University of Manchester is a Russell Group research institution based in Manchester, with 11,491 members of staff and around 39,000 students.

Martin Smith, Executive Chef at The University of Manchester first approached Delphis Eco during a review of cleaning procurement contracts, as an extension of the University's diverse sustainability policy.

Delphis Eco carried out site surveys across the University of Manchester's campus kitchens and provided nine like-for-like product alternatives and detailed cleaning guides.

Delphis Eco completed a six month trial at the university starting in May 2011 of the following products:

- Anti-bacterial Sanitiser
- Cabinet Glass Wash
- Dishwasher Liquid
- Hand Soap
- Heavy Duty Degreaser
- Multi-Purpose Cleaner
- Rinse Aid
- Washing-Up Liquid
- X Factor Cleaner

The trial was a success and proved Delphis Eco products were:

- as effective as their previous products
- cost-effective relative to previous products, resulting in a saving of £3,000

Delphis Eco also rationalised the range of chemicals used on site by saving on:

- administrative costs (fewer invoices per month)
- associated delivery costs
- associated carbon footprint
- storage (a valuable asset in kitchens)



Trial Conclusion:

Based on the successful trial of Delphis Eco products the University of Manchester fully rolled out the use of Delphis Eco products as standard across 14 kitchens and 22 outlets. The bar manager at the University of Manchester is also considering a Delphis Eco trial at the main bar.

Delphis Eco

t: +44 (0) 203 397 0096
e: sales@delphiseco.com
www.delphiseco.com

Delphis provided impeccable customer service right from the start, surveying our chosen sites and seamlessly switching us over in just three days, and providing the staff with cleaning and usage guides. As a result we made a considerable saving to the kitchen cleaning budgets and proved that natural cleaners were as effective as chemical cleaners.

Martin Smith, Executive Chef

Sustainability; the final frontier

THE QUESTION of sustainability in the hospitality industry has never been more important than it is now. Recent well-publicised events have highlighted the need for transparent food supply chains, while the government is issuing calls for UK operators to embrace home-grown produce and reduce the air and water miles associated with importation. It's the topic of the moment, on everyone's lips.

As caterers in the Higher Education sector it is an incredibly pertinent conversation; our customers – students – tend to be consumers with the most knowledge on the subject, and are most fiercely passionate about the problem and the solutions. This is perhaps why university caterers can be seen driving cutting edge initiatives that go well beyond the ordinary. Just a brief look at the amazing work TUCO members are doing around community supported agriculture, waste management and recycling, local sourcing and Fairtrade, to name but a few, and it's really no surprise that so many of our members have had cause to celebrate award wins in 2014.

TUCO itself takes the question of sustainability incredibly seriously, and have entered into a series of key green partnerships throughout the past 12 months, driving its offering and adding value to every member institute. Our work with the Sustainable Restaurant Association has led to a brand new accreditation scheme for universities, while our work with WRAP and MSC has the potential to help dozens of



Julie Barker, TUCO Chair

caterers incorporate sustainable waste and sourcing policies into their sites. Finally, our partnerships with Footprint and the EAUC has provided all our members access to a veritable treasure chest of resources on sustainable best practice, as well as giving them a platform to showcase their own achievements.

That is not to say that we haven't more work to do; the debate rages on and there are clearly areas of development for university

caterers, and indeed the entire hospitality sector. In this supplement we take a look at the ways in which we, as caterers, can remain a force to be reckoned with by assessing what we have done and where we can go next with sustainability. We also take a look at best practice, as shown by our members who can be held as an example for the entire sector.

Julie Barker
TUCO Chair

Sourcing and procurement

Savvy Sourcing

New Government plans to reform Public Sector' food and drink procurement policies to create 'a 'balanced scorecard' are underway following a call for sourcing issues such as buying British to be addressed.

The new 'Plan for Public Procurement' aims to provide guidance and support to those providing catering services to the public sector, including hospitals, schools and universities, and drive 'better' procurement practices taking into account a complex set of criteria such as health and wellbeing, sustainability and socio-economic impact. According to the Department of Environment, Farming and Rural Affairs (Defra) the plan has the potential to inject up to £400 million into the UK's agricultural industry – a significant sum. But will these plans actually benefit those who will have to use the procurement plan?

Mike Haslin, COO of The University Caterers Organisation discusses the issues:

The current situation

THE UK public sector spends an estimated £2.4 billion a year on food and catering services, over half of which is spent on home-produced products, going a long way to supporting the agriculture industry in the UK which employs 3 million people. Of course, this does mean that half of this huge sum is spent on imported goods – a situation that many agree must change.



Mike Haslin, COO of TUCO

"A problem for the public sector procurement of food and catering services in the UK is that it is governed by complicated EU legislation, which dictates that catering spend over £170,000 is advertised in the

Official Journal of the European Union (OJEU) and subjected to the complication of legislation or channelled through frameworks to ensure compliance, a fair system and best value.

"It can seem a complicated system, but as an organisation we have worked hard to keep it simple. We start by offering free access to all organisations using our frameworks, to ensure all our members know exactly how much they are going to pay before committing; as a result our members have saved a collective £11.4 million in the past 12 months."

TUCO has also set an example by reworking its framework contracts to ensure that smaller producers are always able to become suppliers; in fact 50% of TUCO suppliers are SMEs. By taking a more flexible approach to contracts TUCO has helped small suppliers onto framework agreements at the request of members – bespoke service at its best.

Plan for Public Procurement

The aims of the new Government's plans certainly seem to be taking a number of leaves out of TUCO's book. The new plans aim to create transparent access to frameworks to encourage local producers and implement a comprehensive set of standards for buyers and suppliers, creating an equal playing field for all.

This will all be achieved by revising the Government Buying Standards (GBS) a nationally-recognised baseline standard which assists public sector procurers to buy food and catering services that are nutritious, sustainably produced and cost-effective. This will be checked against

the newly created balanced scorecard; an evaluation system that takes into account both simple concepts such as cost against criteria like resource efficiency.

Looking forward

"It's great that the Government is working towards a more balanced approach to procurement in the public sector," Mike says. "We have always considered a holistic attitude to buying as key to saving money and getting the best value. With official backing, these changes will quickly become the norm."

A number of local authorities are already ahead of the curve, having used TUCO frameworks since the organisation opened up to those outside of the Higher Education sector – a clear sign that there is backing for development in the sector.

Much like the outlined new plan, those using the TUCO frameworks also have access to a number of resources which aim to help those using frameworks.

"Many of our members in public sector organisations are actually not procurement professionals and some of the issues affecting buyers can be difficult to understand," says Mike. "By providing a guideline for picking suppliers and defining a bottom line level on sustainability and health issues, some of the more confusing elements of purchasing catering products are made clear for those that lack experience in the sector."

For those looking to increase their corporate responsibility credentials, the plan can also offer a way to clear up some of the confusing elements around labelling – which to trust and which offer genuine value. In creating a transparent supply chain, the new guidance potentially has much to offer.

The plan also offers something for suppliers, particularly smaller ones. By creating a base line of expectation of suppliers' products, a more equal playing field is created for companies to show they are compliant guidelines.

Savvy sourcing

While it is an entirely voluntary scheme, it is expected that many public sector buyers will use many of the resources on offer – a free resource is after all a free resource. The other good news is that sustainability in the public sector is already an all-important issue and has been a part of the buying decision for many years.

The new guidelines have the potential to act as a way to help both buyers and suppliers connect in a more effective fashion. It also has the potential to help bring smaller buying departments i.e. small schools and suppliers into the fold, giving equal footing to everyone. Finally, the new guidelines will help to drive calls for a mandatory guide to be developed ensuring that service, the local community and health are always considerations in the buying process.

Ethical Marks

Ethical marks: revisiting the debate

CATERERS COULD be excused for being confused by the plethora of ethical product marks available to denote everything from Fairtrade commitment to sustainable sourcing policy. The range on offer is staggering – Red Tractor, MSC seafood, Farm Assured, Rainforest Alliance, Soil Association – the list is endless. And yet, just 10 years ago many of these marks didn't exist; in fact there were less than 150 Fairtrade products on the market. Just a few years later this had increased to over 1300 and has steadily grown since to include everything from flowers to coffee.

But what do all these marks really mean? The recent furore over who really benefits from Fairtrade has led to suggestions that ethical indicators are in fact greenwash – a marketing ploy that allows companies to charge more for the same. A survey from the Sustainable Restaurant Association (SRA) suggests that consumers are certainly willing to pay more for food and drink they feel matches their own ethics. A noble commitment, run roughshod by big brands then?

For university caterers this question is of huge concern. Students demand that the food and drink they are served meets their ethical standards, and they will vote with their feet. Caterers who ignore this will find themselves fighting a losing battle with the high street.

So which marks to choose? Which really denote a commitment to the environment,

or fair pay or animal welfare. The answer of course, is to get educated and to understand what each mean. For example, Red Tractor Farm Assured Standards is an independent mark that monitors the quality of the supply chain from farm to fork and adds an element of traceability back to the producer, while Freedom Food is concerned with a higher level of animal welfare but doesn't cover the environmental impact of the farming processes used. Getting to grips with the market range can allow caterers to make an informed choice before committing to any which one.

The information is out there, and TUCO members will find much of it is available to them through the learning and development team. TUCO has also committed to a number of partnerships to help members develop their sustainable buying policies, all of whom have made exclusive information and resources available to members. With this wealth of information on hand caterers have the opportunity to instantly increase their CSR credentials and add a new dimension to their offering that can help engage students and drive on-campus footfall.



TUCO Green Partnerships

Any colour, as long as it's green



MSC Partnership Launch

THE SONG goes 'it's not that easy bein' green'. But for TUCO members it has been getting a whole lot easier, as the organisation has steadily been building key partnerships with green organisations over the past year and a half, helping member institutes become more sustainable, by providing the resources to develop procurement best practice.

Featuring a catalogue of partnerships with organisations that include the likes of the Marine Stewardship Council (MSC), the Sustainable Restaurant Association (SRA) and more, TUCO universities looking to increase and develop sustainable, eco-friendly catering solutions have had a lot to be excited about.

One example - since TUCO struck their partnership with the MSC last year, member universities have enjoyed fast-track access into placing MSC certified fish on their menus. The agreement led to the creation of a TUCO Group Certification Initiative, offering those who join a simpler, quicker and less expensive route to MSC certification - an invaluable benefit for TUCO members looking to promote, serve and support fish that is demonstrably sustainable.

Besides offering shorter turnarounds onto more sustainable menu offerings, TUCO also continues to bring member universities access to a wealth of information and raise awareness on eco-friendly, sustainable catering practice. Agreements with the Waste Resources Action Programme (WRAP), the Environmental Association



University of Durham - Sustainability in Education winners, Footprint Awards 2014

for Universities and Catering (EAUC) and Foodservice Footprint continue to offer TUCO members a variety of benefits, including regular opportunities to communicate directly with these partners via webinars, editorial, online articles and case studies whilst also gaining access to more event opportunities that support sharing and enhancing relevant insights. University of Durham, winner of the 2014 Footprint "Sustainability in Education" award, attribute much of their success to TUCO communication networks, emphasising how sharing best practice and insights continue to make a positive impact on their university and their region as whole.

More recently, TUCO have made another significant step into increasing their membership value with the agreement of a deal with the SRA last month. Working together to develop a new University Catering Rating, the partnership aims to help raise

dining standards across UK universities, but also provide opportunities for members to save money and assist their journey into further sustainable improvement. Members working towards the accreditation will gain highly beneficial insights into how they can provide their students with locally-sourced food without having to break the bank to do so.

TUCO would appear to be spoiling their members for choice when it comes to ways in which these universities can improve on their sustainable catering operations. Whether it's through fast-tracking for sustainable produce, correspondence with organisations to improve best practice or working towards unique accreditations, TUCO's efforts to establish a wide range of green partnerships is giving universities everything they need for ever-greater sustainability.

CSA

Local heroes: community supported agriculture



**Amanda Shipley, Catering and Retail
Operations Manager at University of
Wolverhampton**

A REVOLUTION is sweeping university catering departments across the country. No longer content with procurement status quo, caterers up and down the UK are championing local buying and supporting farmers through extensive Community Supported Agriculture (CSA) initiatives leading to real grass roots change in food production and buying on a huge scale.

The University Caterers Organisation (TUCO) has a simple policy governing supplier access to frameworks; 'if you can produce to a compliant standard then you can supply our members'. Comparative to other procurement organisations this is something of a unique position, and members are taking full advantage of its flexible approach by working with local suppliers and TUCO to create bespoke access to frameworks.

A great example of this is the University of Wolverhampton, which has been a tireless supporter of local suppliers. A recent achievement for the catering team was its work with TUCO to introduce a new supplier to a framework. Working with the TUCO procurement team, the University was able to support a local business to meet necessary compliance standards and create a bespoke framework that would allow the supplier to start working with TUCO and their members. As a result the new supplier can now sell to any TUCO members and clients – including NHS trust and local authorities – opening a whole new revenue stream up for them.

This holistic attitude to buying offers greater benefits than just cutting transport miles. It offers economic stability to smaller producers, which allows them to expand creating local jobs. This in turn will be invested back into the wider economy; community supported agriculture has the potential to affect the national economy.

For individual sites it also offers exceptional sustainable credentials. In the UK, food can travel over 30 billion kilometres each year before it is even sold to the end user. When you consider that a large car emits 2.6kg of CO₂ during a 10km journey, you can start to see how the numbers stack up. If we reduced this by just 10%, a major impact could be seen on a big scale.

Supporting members to start CSA initiatives has become a focus for TUCO itself. At its recent conference speaker Michaela Booth came in to offer guidance and inspiration on ways to start a local initiative such as the 'Incredible Edible' scheme she implemented in Salford. TUCO has also continued to develop its frameworks to ensure smaller producers are actively encouraged to work with them, with updates to fresh fruit and vegetables and sandwiches and wraps frameworks earlier in 2014.

Buying local is increasingly seen as the 'right way' to approach procurement and for university caterers this is most especially pertinent. As education institutions, universities are in a prime position to teach students about the

importance of supporting their local economy, eating healthier and doing so in a more sustainable, eco-friendly manner – potentially forming best practice attitudes in the next generation of business leaders. Perhaps this power to inspire greater sustainability through support of local communities could be considered as one of the most significant benefits of local purchasing for universities of them all.



Michaela Booth

Case Study

In the spotlight: University of Durham

"To be openly recognised by an industry leader like Footprint has enabled us to have more conversations on sustainability with more companies and organisations that think like us. This is one thing we feel TUCO deserves huge credit for - they are great in facilitating conversations that can and do make all the difference to universities looking to improve best practice."

John Turner, Community Executive Chef of Grey College, University of Durham

The University of Durham has always been passionate about sustainability and we've never been afraid to tackle its challenges. 10 years ago, we looked at our own environmental impact and began planning ways in which we could implement a more sustainable and inclusive workplace for both ourselves and our wider area - we haven't looked back since."

"Winning the 'Footprint Sustainability in Education Award' has proven invaluable to our sustainability drive - team members at every level have been totally empowered by the recognition and as a result, are more engaged with our initiatives than they've ever been. This enthusiasm has been shared by local producers, who continue to see greater attention to their produce from substantial audiences. Whilst purchasing local produce for our university has brought us a degree of credibility with reducing carbon emissions and serving fresh, healthy food to our students - it's been of even greater benefit to the local economy.



Phil Atkinson and John Turner with Footprint Award 2014



Catering Environmental Group with Footprint Award 2014

Having nearby produce advertised and sold at the university has provided significant support to local businesses, working wonders for their local advertising - it's a fantastic partnership to be involved in.

"Communication is incredibly important for the education sector's mutual development and TUCO have been fantastic in helping connect us with other universities

and organisations throughout the UK. Their work helps to bring regions closer and achieve common goals through better networking, so that together we can all work towards a more sustainable future. We are very proud of being members of an organisation that is genuinely driving best practice across the industry, and supporting its members to the same aspirations."



TUCO

Share. Learn. Buy. Grow.

Leading the way in university catering

TUCO is committed to making a tangible and significant contribution to the working life of every university and further education caterer. A great source of inspiration to help members stay ahead, TUCO allows you to share best practice, take advantage of excellent training courses, benefit from buying power of more than £100m per annum and discover the latest innovations to help improve your catering operation.

For more information and to see how TUCO can help you, please visit www.tuco.org

The University Caterers Organisation

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