

Good Food Guide

for chefs, caterers and culinary students



How chefs, caterers and culinary students can serve fresh, delicious and sustainable food

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The Ethical Eats catering network is proud to present the Good Food Guide for chefs, caterers and culinary students. This guide aims to provide practical advice on how to implement positive changes within established restaurants, cafés and catering businesses, as well as help encourage those at the start of their culinary career to take food sustainability to the next level.

By adopting the simple, affordable and effective actions outlined in this guide, many of which are already being taken by forward-thinking chefs and caterers, your dishes can play a part in improving the health and well-being of diners, the livelihoods of farmers and other food providers, the welfare of farm animals, the conservation of precious marine resources, and the sustainability of our food system.

The Ethical Eats catering network is funded by the Big Lottery's Local Food programme. It is also supported by GreenCook, a pan-European project working to reduce food waste, funded by Interreg IVB, part of the European Union's Regional Development Fund.



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Please note that inclusion of commercial services and organisations in this document does not constitute an endorsement or recommendation by Sustain; nor does exclusion of other similar services mean that we have taken a view on the relative merits of goods or services from different organisations. Text is based on recognised good practice for sustainability. Please let us know of other ideas or examples of good practice that we should promote. Food sustainability is always a work in progress!

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We have addressed what we believe to be the main sustainability issues for the restaurant and catering community in this guide. However it is not exhaustive, and there are some considerations – such as culturally and religiously appropriate foods, and dietary and allergy considerations – which were beyond the scope of our work. Where possible we have included some contacts at the back of the document.



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Ethical Eats is supported by:



Why serve sustainable food?



The pages of these guidelines are full of reasons why being sustainable makes sense – for the health and welfare of people and animals, for the environment, for society and culture. From a business point of view we also know that the restaurant and catering sector is under increasing pressure to take account of sustainability, so understanding today's most prominent food sustainability issues should be a priority for anyone involved in making and serving food.

Consumers are asking more questions than ever before about

what they are eating, from the calorie and nutritional content, through to provenance of ingredients. It's important to have the answers at your fingertips, if, for example, a customer wants to know where the fish on their plate comes from.

There is greater awareness of the impact of food on health and wellbeing, but local sourcing remains the most important concern. According to the July 2011 Eating Out report published by the industry analysts Allegra Strategies, sustainably-sourced produce is another key motivator, with nearly half of diners more

likely to visit an establishment where the food is sustainable and just over half saying they prefer to eat at establishments where the food is local and regional. We also know that UK ethical spending is at an all-time high. Sales of eco-friendly and ethical products in Britain have risen by 9% since 2010, despite the recession, according to the Co-operative Bank's Ethical Consumerism Report 2011. The likelihood is that customers will be happier to pay a bit more if they know why your prices are higher and can buy in to the values you are promoting.

You will find further information about key food sustainability issues on the following pages, including links to organisations that can help you find suppliers of sustainably produced food, information about supportive membership networks and ways to implement change.

Each issue is covered in detail, but for a crash course, below are our top ten suggestions of actions you can take.

Top ten good food tips for chefs and caterers

1. Take a look at the food you are serving. Auditing your ingredients against a check list, such as the one at www.sustainweb.org/resources/files/other_docs/Sustain_Trader_Checklist_Template.doc, is the first step on your sustainable food journey.
2. Decide what your policy on food will be, based on the issues you feel strongly about. Your audit sheet will help you identify where you can make positive change and decide what to prioritise.
3. Talk to your existing suppliers, find out how they can help you source the ingredients you want.
4. Go local: buy ingredients from small producers, farms, gardens and markets near you, and design your menus to reflect what's available and in season.
5. Ensure you're not serving 'red listed' fish and seafood. Check out the Marine Conservation Society's lists of 'fish to eat' and 'fish to avoid' and try out their handy 'fishonline' tool: www.fishonline.org/fish-advice
6. Set a minimum standard for your meat such as British/ Red Tractor certified, or find a local farm that sticks to high environmental and animal welfare standards. Use only free range eggs!
7. Serve Fairtrade-certified products, including tea, coffee, sugar, bananas and chocolate.
8. Keep disposable plates, containers, cups and cutlery to a minimum, and use only compostable - or at the minimum biodegradable - versions.
9. Ensure that food waste and recycling bins are well labelled and convenient to use at your establishment.
10. Communicate with and inform your customers. Use blackboards and other signage to explain where your ingredients come from and why it's important.

Local and seasonal food

What's the problem?

The food we eat is being transported further than ever, and there's increasing demand for a wide range of ready-prepared and exotic out-of-season produce. As well as contributing towards climate change, these trends are associated with all sorts of other problems such as loss of freshness, flavour and variety, paying more for less (the costs of transporting, refrigerating and packaging associated with long-distance food), and the erosion of food security, culture, knowledge and skills.

What's more, each fruit or vegetable has a prime time when it is at its seasonal best. Caterers that use seasonal food often adopt flexible menus that can use and highlight the very best of what is available at a particular time of year, and sometimes feature unusual or traditional varieties to add interest. This can have great benefits for food quality, with seasonal food being at its peak of flavour and freshness – often also at the best value. There are also considerable benefits for the environment, with seasonal food usually needing less transportation and packaging and sometimes lower use of farm chemicals.



What you can do

- Design your menu to reflect what is available locally and seasonally, and build in flexibility so that you are able to celebrate seasonal specialities with special dishes.
- Use a seasonal food chart to plan your food buying, such as those supplied free of charge by Eat Seasonably (www.eatseasonably.co.uk/what-to-eat-now/calendar/) and the School Food Trust (www.schoolfoodtrust.org.uk/school-cooks-caterers/resources, which also contains useful information about fish seasonality) – but don't expect what is actually available to follow the charts to the letter!
- Find producers and suppliers local to you by using online directories such as Sustain's Local Food Finder (if you're in or close to London): www.localfoodfinder.org and others: www.sustainweb.org/foodlegacy/local_and_sustainable_food_directories/
- Contact the Business Development Managers at your local wholesale markets (see Useful Contacts at the back of these guidelines) to find out what local and seasonal produce they have on offer.
- Ask your supplier for food that has been grown and processed locally. Say you don't want fresh produce from heated greenhouses (which extend the season artificially, using lots of energy), unless they are heated by renewable or otherwise wasted energy.
- Ask your supplier for British fruit and vegetables produced to the standards of a recognised assurance scheme, such as certified organic, LEAF Marque or Red Tractor.
- Use suppliers of distinctive varieties of produce or traditional foods from regions close to your business (or the event you are catering at).
- Support local bakeries by buying local loaves. Visit the Real Bread Campaign's Real Bread Finder at: www.sustainweb.org/realbread/bakery_finder.
- Find out if there are any nearby community food-growing projects that could supply you with surplus fresh produce such as vegetables and salad. Sustain's 'Adopt a Plot' and 'Grow to Sell' schemes are an excellent example of how this can work in practice – see www.capitalgrowth.org/our-support/growtosell/
- Tell your customers why your menu features local and seasonal ingredients, and where they come from. To help you do this, consider joining Eat Seasonably (www.eatseasonably.co.uk) as a catering partner and taking part in British Food Fortnight (www.lovebritishfood.co.uk) to promote the best of British and seasonal produce.
- If appropriate, explore clubbing together with other local businesses to reduce deliveries and potentially costs.

Be inspired:

The Table Café – Southwark, London

The food served in The Table is more local than you might think. The freshest herbs and veg on the menu come from but metres away – courtesy of a community growing space on nearby Melior Street, as well as two larger plots in Clapham and Battersea, run by homeless charity St Mungo's as part of its 'Putting Down Roots' project. That means hyper-local, ethical produce, grown so close it is delivered every week on a push-bike, by an organisation that supports the community. This is urban food growing taken to the max. Check out the 'Adopt a Plot' box to learn more about going 'hyper local'.

Looking for ultra local produce for your menu? Go for it... 'Adopt a Plot'!

Want super-fresh, super-local produce, picked and delivered on the same day to your restaurant? If you are a restaurant or caterer interested in getting your hands on the very freshest ingredients from hyper-local growing sites in London, the 'adopt a plot' scheme might be just right for you. The scheme offers chefs the opportunity to request unusual crops to order (particularly herbs and salads) and gives you a direct link with the people growing some of your ingredients – not to mention a great story to tell your customers, and the warm glow you get from supporting a local community organisation! For more information on adopting a plot contact Eloise Dey: eloise@sustainweb.org or 020 7837 1228. Read inspiring case studies here:

- www.sustainweb.org/foodlegacy/growing_communities_restaurant_salad
- www.sustainweb.org/foodlegacy/restaurants_adopt_a_plot
- www.sustainweb.org/foodlegacy/salop_drive_market_garden

Be inspired:

The Gallery Cafe - Bethnal Green, London

Bethnal Green's The Gallery Café 'went ethical' in 2011, joining the Sustainable Restaurant Association. This not-for-profit, vegetarian and vegan café is based in a 130-year old community trust, St Margaret's House. The café has a great community feel and most staff are local, walking or cycling in. With this in mind the café's ethical stance is focused on sourcing ingredients and products as locally as possible and minimizing the café's environmental impact including its carbon footprint. A dedicated post has been created to advise the manager and staff team on becoming more environmentally friendly; new local suppliers have been brought on board including an artisan bakery and coffee roaster, with some delivering by bicycle; the café increases the use of seasonal and organic ingredients and products; it has introduced biodegradable packaging, and more recycling and composting; and the manager is looking into minimizing waste through better menu planning and portion sizes.

Going local: Beer & Ale

What you can do...

If ale and beer is what you're after, aim to source **distinctively local brews from a brewery close by. The Campaign for Real Ale (CAMRA) recommends finding a brewer less than 30 miles from your location. It runs a LocAle accreditation scheme for pubs which sell local beer. For more information on the scheme visit www.camra.org.uk/locale**

- Speak to your local CAMRA branch for practical advice on sourcing, storage and cooling of beer and for recommendations on which local breweries would be best placed to supply you. You can find out where your local CAMRA branch is at www.camra.org.uk/branches.
- Get in touch with local brewers to discuss how they can help. Contact details for brewers can be found at: <http://siba.co.uk/directory/brewer-members/>
- Use your booze to celebrate the local identity of your establishment.
- Set a target!
- Sample new varieties and, if you can, visit local breweries.
- When buying from more than one brewery, see if they can share transport.
- Do your research - check for local networks, groups and associations to work with, such as the Real Ale Network, Society of Independent Brewers or the Welsh Cider Association.
- Enquire with breweries about 'sale or return' deals.

Be inspired

The Duke of Wellington – Islington, London

Awarded 'North London Pub of the Season' by CAMRA in spring 2010 for supporting real ale, ciders, independent breweries and real ale festivals, the pub boasts an impressive selection of real ales on hand pull. This includes Sambrook's Wandle, which has been brewed in Wandsworth since 2008. The food menu is fresh and seasonal with free-range and traditionally-reared meat, poultry and eggs as well as sustainably-caught fish from the British coast.
www.thedukeofwellingtonn1.com



Café OTO – Dalston, London

Café OTO, a concert venue and daytime café, has partnered up with local suppliers and producers to offer a range of sustainable food and drinks. The café features London microbrewery *The Kernel* for pale ales, IPAs, porters and a selection of limited edition offerings, Postcard Teas for ethically sourced single estate loose teas, *The Little Bread Pedlar* - who deliver pastries by bike - and *Zardosht*, serving seasonal, Persian-inspired cooking for lunches on Fridays.
www.cafeoto.co.uk

Top tips

- Real ale can be dispensed direct from casks which means that bar and cellar facilities are NOT a must. A standard cask contains 72 pints.
- Where smaller quantities are required CAMRA suggests bottle conditioned ales, polypins (18 or 36 pint quantities) or mini casks (8 pint metal containers).
- Allow your ale time to chill and settle properly to avoid wastage.
- Make sure to ask for ale racks, taps and spiles from the breweries; they have them. It will save you money and having to buy new ones.



Going local: Juice

Find a local supplier and consider switching from citrus to British fruit.

Chegworth Valley produces all the fruit for its 17 juices from its farm, just 40 miles from London, in Kent. Owner David Deme says: "Unlike some juices, everything is grown by us on our farms", and much of it is either certified organic or in conversion to organic. "A lot of juice companies will, for example, if they make an apple and raspberry juice, use apples but then add raspberry flavours and colouring, which we don't use" he says. "Our apples are pressed, soft fruit is added and the juice is pasteurised - there is no added sugar or preservatives."

Going local: Wines

In the UK, the number of wineries has grown year on year since the early '90s and in 2011 reached a total of 124. A full range of whites, reds, rosés and sparkling wines is produced right here in the UK. Recently, English sparkling wines have attracted a great deal of international attention. In fact, over the past eight years, English sparkling wine producers have won more international awards than any other country. Support English wineries by offering English sparkling, reds, whites and rosés on your menu!

Be inspired by Juice!

While Spain might come to mind when you think of oranges, the magazine Ethical Consumer reveals that most UK orange juice – and all of UK's top selling brand Tropicana (owned by PepsiCo and Copella) – comes from Brazil. It has been estimated that 40% of the country's 60,000 orange pickers earn less than minimum wage and half don't receive legally required benefits.

Look out for the Fairtrade mark on whole oranges or juices. This provides an assurance that the income from your breakfasts or cocktails isn't supporting these kinds of working conditions.



Be inspired by English wines Roast – Southwark, London

Roast Restaurant, located in London's Borough Market, uses seasonal ingredients to create classical British cooking that both supports and celebrates Britain's farmers and producers, many of whom are stallholders in the market. As part of their British offerings, Roast is committed to working with UK wineries. They work closely with Chapel Down in Kent who craft two wines exclusively for the restaurant, both of which are offered by the glass to make sampling new wines more accessible. Roast also devotes a portion of its wine list to organic and biodynamic wines.



Marks to look out for

- Red Tractor Farm Assured**
 Farmers producing food that qualifies to carry a Red Tractor logo meet minimum legal requirements for food safety, environmental protection and animal welfare.
- LEAF Marque**
 LEAF (Linking Environment and Farming) promotes environmentally responsible farming, with standards that control chemical use and promote wildlife.
- Organic**
 Organic food is produced by using farming methods which protect wildlife and the environment, and to some of the highest standards of animal welfare.



Bread - it's time to get Real!

Local bakeries were once the heart of every neighbourhood. Today around 80% of UK loaves and buns are produced by the factories of a handful of industrial bakers and another 15% by supermarkets, usually using a cocktail of artificial additives. Slowly, independent Real Bread bakeries are re-emerging, bringing delicious, additive-free loaves and traditional skills to members of local communities, providing a real boost to local economies and places of social interaction for local people. So why not support and encourage this trend by opting for Real Bread (i.e. additive-free) made as locally as possible? Find your local Real Bread baker at www.realbreadcampaign.org. "Far too much delicious, thoughtfully and lovingly produced fantastic food is served up in pappy baps, buns, baguettes and white slices mass-produced at the other end of a motorway somewhere by who knows, using who knows what," says Chris Young from Sustain's Real Bread Campaign.

Remember, good quality Real Bread can be a meal in itself. Including a generous slice or two of Real Bread will help you make sure your customers leave feeling satisfied and that they've had good value for money – making it good value for your business, too.

So you – or your students – are able to give customers a strong, positive message

about the bread you offer, it's time to kick the additive habit.

Once you (or your baker) goes artificial additive-free, you'll have what the Campaign calls Real Bread. Here are some suggestions of more steps you can take towards being able to tell your customers you're giving them the upper crust.*



For more information and to find Real Bread bakeries near you visit realbreadcampaign.org

* You don't have to go for them all!

Be inspired Westminster Kingsway College, London

The college has worked with Real Bread Campaign ambassador Richard Bertinet to re-write basic City & Guilds units on bakery so students learn to keep it real. All bread is made with Shipton Mill organic flours and no artificial additives are used, as per the Campaign's basic Real Bread criterion. Students learn a range of techniques to make a wide variety of Real Breads, including sourdoughs, by hand. Each year around 375 Professional Chef Diploma students receive a minimum of 75 hours teaching in the college's bakery. Students on part-time pastry courses also spend around 48-55 hours a year on bread.

www.westking.ac.uk

Top tips

What you can do to get better-bred bread:

- Shake off the bake-off! Part-baked loaves take around twice as much energy to make as genuinely freshly baked ones, and don't exactly help create skilled jobs for bakers in your local community...
- Help give even more support for local employment and economy by buying from a small, independent, locally-owned bakery and name it on your menu.
- Make your own! Baking offers extra skills to your team and makes Real Bread accessible to every enterprise.

Be inspired Hornbeam Bakers' Collective – Walthamstow, London

The Hornbeam Bakers' Collective supplies Real Bread to Organiclea's Hornbeam Café in Walthamstow from Wednesday to Friday, its Saturday stall and weekly fruit and veg box scheme. The bakers also run a stall at the Growing Communities farmers' market in Hackney on the first Saturday of the month. Some loaves are baked in the Hornbeam Café kitchen but many in the homes of the collective's members. The bakers also run classes to pass Real Bread skills on to encourage people to bake their own.

www.hornbeam.org.uk/groups/the-hornbeam-bakers-collective/



- Offer customers the choice of wholemeal, or other higher-fibre, Real Breads.
- Go organic.
- Can you source (or bake your own) Real Bread made from wheat that has been grown and milled (perhaps even by a traditional mill) really locally?
- Try genuine, long-fermented sourdough, which tastes great, sounds sexy and might be better for you, too...
- Check that your Real Bread meets the Food Standards Agency's salt reduction target: a maximum of 1% by loaf weight.
- Unless added fat, oil or sugar are essential for the character of a bread (e.g. brioche, focaccia etc.) check it's made without – they all just add unnecessary extra calories to plain bread.
- ...and then let your customers know what's special about the Real Bread that you serve!

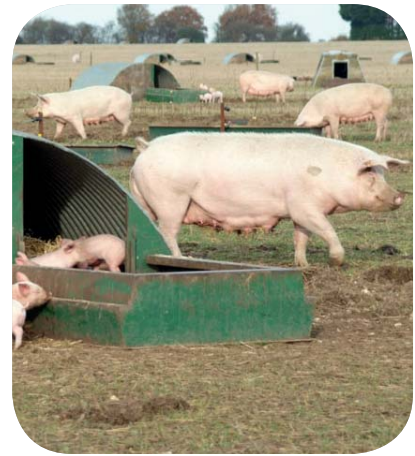


Animal welfare

What's the problem?

Much of the meat on sale in the UK is produced intensively, with poor regard for animal welfare. Yet, two-thirds of consumers say they think animal welfare is an important issue, and over half of the population is currently making at least one or two purchase decisions as a result of their attitude to animal welfare standards. You can respond to these concerns by buying local or British meat and poultry produced to higher animal welfare standards, such as certified organic, free range, or RSPCA Freedom Food.

And don't forget the eggs, milk, butter and cheese. Consumers clearly favour free range eggs, as the majority of eggs bought in supermarkets are now free range. It's time for catering to follow this lead. Old-style battery cages have been banned in Europe since 2012, but 'enriched' cages – only ever-so-slightly bigger – will still be allowed. So for happy chickens, going cage-free is the way forward. Likewise, we know that happy, healthy cows make for quality, nutritious and tasty milk, butter and cheese. Despite the decline in dairy farming in recent years, and consolidation into the hands of a few large processors, there are some fantastic small dairies left in the UK, and some equally fantastic producers of dairy products, including London's only commercial cheese-maker Kappacasein.



What you can do

- Buy meat, eggs, dairy products and farmed fish from food producers that meet higher standards of animal welfare, such as RSPCA Freedom Food or organic. Ask suppliers about the provenance of their meat, or if you want to deal with a farm direct, ensure the meat you buy has been produced in a humane, sustainable way by visiting the farm where the animals were reared.
- Contact RSPCA Freedom Food and ask them to work with your supplier to help you to source higher animal welfare meat at a fair price. RSPCA Freedom Food can sometimes help you to keep costs down by dealing directly with the farm.
- Find suppliers local to you by using online directories such as Sustain's Local Food Finder (if you're in or close to London): www.sustainweb.org/ethicaleats/localfoodfinder and others: www.sustainweb.org/foodlegacy/local_and_sustainable_food_directories
- Investigate the many local livestock farms selling at farmers' markets in London: www.lfm.org.uk and around the country: www.farma.org.uk/
- Reduce the amount of red and processed meat you use overall. Design dishes that use smaller amounts of flavoursome meat to good effect, with the bulk of the meal being made of foods of plant origin. Use the money saved from cutting back on the volume of meat you use to buy local or British meat produced to high environmental and animal welfare standards – butchers and chefs often testify that higher welfare meat is better quality and tastes better.
- Contact your local butcher to ask about buying local and sustainable produce. They may even be able to make bespoke sausages or burgers to your specification.
- Reduce waste by designing dishes and menus that use 'less favoured' (and cheaper) cuts of meat, such as those from the forequarters of the animal, so that carcasses can be used more efficiently.
- Tell your customers that your menu features higher-animal welfare products – research suggests they are happy to pay more for higher welfare if they know about it.
- Do you know where other local restaurants and food businesses are buying their ingredients from? Explore clubbing together, to make buying higher-welfare meat and dairy more accessible, (for example by helping you to meet minimum order volumes) and possibly reduce deliveries too.

Be inspired:

Lardo – Hackney, London

The team behind Lardo spent a year developing a range of charcuterie using meat from reputable farmers with strong husbandry ethics. Working with Graham Waddington of Native Breeds and resident curer Matt Bedell, Lardo's cured meats are unique and aim to use the whole animal.

www.lardo.co.uk or
www.fatfoodtaxi.com



The Abbey Tavern - Kentish Town, London

Serving up simple, rustic and hearty food in a pub in NW1 is none other than Farmer Tom Jones. Now the head chef at The Abbey Tavern, Farmer Tom champions the 'field to plate' process by farming (or carefully buying) and cooking all the animals you eat at the pub. The animals are free-range, native British breeds, with the menu created around every cut of meat he has on offer. Farmer Tom takes nose-to-tail eating seriously and believes that all cuts, from trotter to sirloin, brain to rump, and cheek to t-bone, are worthy of a place on his menu.

www.abbey-tavern.com/food-and-drink

Marks to look out for

- **Organic**

Organic food is produced by using farming methods which protect wildlife and the environment, and to some of the highest standards of animal welfare.



- **Free range** (only legally defined for poultry and eggs)

Free range poultry must have access to open-air runs that are mainly covered with vegetation, and there are rules governing the amount of space per bird and the type of shelter provided. Other animals such as pigs may be 'free range' or 'outdoor reared,' but these terms are not legally defined.

- **RSPCA Freedom Food**

Freedom Food is the RSPCA's farm assurance and food labelling scheme, meaning that animals reared for food have a happier, healthier life, with farmers providing an environment that meets their physical and psychological needs.



- **Red Tractor**

Farmers producing food that qualifies to carry a Red Tractor logo are independently inspected and required to meet minimum legal requirements for food safety, environmental protection and animal welfare.



Fairtrade

What's the problem?

World market prices for commodity crops such as coffee, sugar and rice are highly volatile, often falling below the costs of production. The reasons for this are complex, and related to unfair rules governing international trade, which oblige many poorer countries to open their own markets to imports while producing goods for export. The consequences can be devastating for both small-scale producers and agricultural labourers. With few – if any – other employment opportunities open to them, and no welfare state to fall back on, many small farmers are unable to afford basic necessities such as food for their families, healthcare, and education for their children. Labourers on plantations fare little better, often facing gruelling hours, low pay, no job security, unpleasant or downright dangerous living and working conditions, sexual harassment and serious health problems resulting from the use of hazardous farm chemicals. Many plantation workers have been prevented from joining trade unions by intimidation and sometimes even physical violence.

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By buying Fairtrade products you can directly influence the well-being and livelihoods of agricultural producers and labourers in poorer countries, by improving trading relationships and so ensuring better working conditions, greater access to healthcare and a higher standard of living. Buying Fairtrade products, which guarantees a minimum price for the food crop, is one way to help people out of the cycle of poverty.

Since the Fairtrade Mark was first introduced to the UK in 1994, the UK market for Fairtrade products has gone from strength to strength. Sales of Fairtrade products in the UK exceeded £1 billion in 2010, and over three-quarters of adults in the UK now recognise the Fairtrade Mark.



What you can do

- Buy more certified Fairtrade products. The range is growing all the time and, alongside the familiar tea, coffee, sugar, bananas and chocolate, now includes rice, spices, wine, spirits and cotton products such as aprons and tea towels. See: www.fairtrade.org.uk/products/
- Request Fairtrade alternatives from your suppliers.
- Buy from a wholesaler that specialises in Fairtrade products, such as Infinity Foods, Suma or Essential Trading, or direct from a Fairtrade company such as Cafédirect or Divine Chocolate.
- Do you know where other local restaurants or cafés are buying their ingredients from? Explore clubbing together with fellow businesses, to improve access to produce (by meeting minimum order requirements, for example), whilst reducing deliveries (and possibly delivery costs) too.



Be inspired:

My Coffee Stop – Enfield, London

This café, located at Enfield Chase station in North London, opened in 2009 and every coffee served since then has been Fairtrade. And they don't stop at coffee - all their hot chocolates and breakfast and Earl Grey teas are Fairtrade too.

As part of their commitment to going Fairtrade, My Coffee Stop's founders have created a guide highlighting independent businesses in Enfield that sell Fairtrade items.

The guide also includes a list of wholesalers that makes it extra useful to businesses in the area, including suppliers of more unusual Fairtrade products such as olives, oils and wine.

www.mycoffeestop.co.uk

- Read more about the ethics of coffee in this free report by Ethical Consumer - www.ethicalconsumer.org/buyersguides/drink/groundcoffee.aspx
- Find Fairtrade suppliers local to you by using Sustain's Local Food Finder (if you're in London) and other online directories. See: www.sustainweb.org/foodlegacy/local_and_sustainable_food_directories/
- Check out the 'For Business' section of the Fairtrade Foundation's website, for advice on stocking and promoting Fairtrade ingredients and products: www.fairtrade.org.uk/for_business/
- Promote Fairtrade to your customers on menus and promotional materials (note that you must have permission from the Fairtrade Foundation to use the Fairtrade Mark).
- Trade fairly yourself, by committing to prompt payment for all food suppliers.

What about Rainforest Alliance?



You may be wondering about the differences between the two best-known coffee accreditation schemes - Fairtrade and Rainforest Alliance. In a nutshell, Fairtrade focuses mainly on the farmers' income and welfare, whereas Rainforest Alliance focuses mainly on environmental standards, with some rules on working conditions built in.

According to Ethical Consumer researchers, a key difference is that Fairtrade producers must be smallholders or organised into workers' co-operatives, which must be managed democratically, have transparent administration, and be politically independent. The Fairtrade Mark also means that farmers have been paid a fixed premium. This covers the costs of implementing economic, social, and environmental regulations, including those of the International Labour Organisation, and also investments in other community projects.

Rainforest Alliance aims to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour. The scheme focuses on how farms are managed. It works with various stakeholders, from large multinational corporations to small, community-based co-operatives and "sets standards for sustainability that conserve wildlife and wildlands and promote the well-being of workers and their communities."

Campaigners have questioned the strength of the Rainforest Alliance's scheme compared to that of Fairtrade, and some prefer Fairtrade products because more of the money goes direct to smaller farmers. In Ethical Consumer's latest product report on coffee, Rainforest Alliance was criticised for not guaranteeing a minimum price, nor a significant fixed premium.

Marks to look out for

- **The Fairtrade Mark**
Fairtrade is a tool for development that ensures disadvantaged farmers and workers in developing countries get a better deal through the use of the international Fairtrade Mark. For a product to display the Fairtrade Mark it must meet international Fairtrade standards.



Sustainable fish

What's the problem?

Global fish consumption is at an all time high of about 17 kg per person, supplying more than 3bn people with at least 15 per cent of their average animal protein intake, according to a 2011 report from the Food and Agriculture Organization (FAO). The reality is that a lot of this fish is being caught or farmed using destructive methods. There has been a shocking decline in the populations of popular fish species over the past century, and we are now seriously at risk of losing some species from our seas for ever. Millions of people worldwide depend on fish for food and for their livelihood, so this would have dire social and ecological consequences.

The good news is that there's still time to do something about it. Fish stocks can recover if they are managed sustainably, and if we stop buying fish from badly-managed stocks, or caught or farmed using damaging methods. Caterers, restaurants and events organisers can all do their bit by adopting a sustainable fish-buying policy, supporting good livelihoods in sustainable fishing and protecting precious fish stocks for generations to come.



What you can do

- Adopt a sustainable fish policy: www.sustainweb.org/sustainablefishcity/sustainable_fish_pledge/
- Do not buy fish from overfished stocks or badly-managed fisheries or farms, as listed on the Marine Conservation Society's 'fish to avoid' list. Go to www.fishonline.org to check.
- Ask your fish supplier for assurances that the fish they supply has been legally and sustainably caught (and for evidence if you are not convinced by the answer). Most importantly, ask:
 - * where the fish was caught – the sustainability of some species varies according to location (again, see the MCS 'fish to avoid' list) – don't be fobbed off with "it's from Billingsgate"!
 - * how it was caught – bottom trawling is generally considered to be one of the most environmentally-damaging fishing methods, but driftnets and even longlines are also associated with high levels of bycatch that damages wildlife. More sustainable methods to look out for include handline (e.g. mackerel), diver caught (e.g. scallops), jigs (e.g. squid) and pots or creels (e.g. lobsters or crabs). Phrases such as 'traditional methods' are meaningless. For a very handy guide to help you navigate the world of sustainable seafood and make responsible purchasing decisions for your menu, check out the Good Catch essentials guide, written specifically chefs and the catering sector: www.goodcatch.org.uk/be-informed/good-catch-essentials/

Help your customers: Show them how it's done!

Nearly one in three people say they are discouraged from trying fish if they don't know how to cook it. And some 43 per cent of people say they are put off trying a different type of fish if they are unsure how it will taste*. That's where you come in, chefs - experiment with lesser known fish species, play with your menu and use your skills to show the world how it's done!

**Sainsbury's Switch the Fish consumer polling, 2011.*



- Use a variety of fish on your menu to take the pressure off the overused 'big five' (cod, haddock, salmon, tuna and prawns are the most popular species eaten in the UK). See the Top Ten Fish Swaps for ideas: www.sustainweb.org/sustainablefishcity/top_ten_swaps
- Promote sustainably caught fish on your menu – many customers now understand that seeing phrases such as 'rope-grown mussels' and 'diver-caught scallops' on a menu mean an eatery is taking steps to make more sustainable choices.
- Choose and promote fish with the Marine Stewardship Council (MSC) logo, which is certified as coming from well-managed fisheries and not from endangered stocks. The MSC (www.msc.org) can provide details of certified fisheries and suppliers of MSC-labelled fish, which include fishmongers and mainstream foodservice suppliers of fish and fish products.
- Get on board with Fish2Fork, have your restaurant's fish sourcing practices reviewed and get on Fish2Fork's online restaurant guide for people seeking out good spots to eat fish sustainably. www.fish2fork.com.
- Look into becoming a PISCES Responsible Fish Restaurant. PISCES is a restaurant-led initiative that links good local fishermen with chefs, forming a direct relationship and route to get locally-caught fish from around the UK from boat to plate. They will work with you to suggest local and seasonal alternatives for your menu and help you to build long term relationships with fishermen who are committed to fishing sustainably. www.piscres-rfr.org
- Support the Sustainable Fish City campaign (www.sustainablefishcity.net). You will be in good company. All Government departments, the House of Commons, The National Trust, 15 major London universities, the Metropolitan Police, Transport for London, ZSL London Zoo, the Greater London Authority, the London 2012 Olympic & Paralympic Games, a host of restaurants and caterers (together serving well over 100 million meals a year), and lots more people and businesses have already done so. Get on board!



Farmed prawns: a sustainable choice?

The increase in availability of cheap tiger and king prawns in rich countries such as ours is the result of an explosion of intensive aquaculture (fish-farming) in South East Asia, India and Latin America. This industry is directly linked to environmental damage, disease and pollution, and campaign groups such as Environmental Justice Foundation report that the negative social effects include debt, child labour and sometimes even violence.

What you can do:

- Buy prawns only from certified sources. The certification schemes for farmed prawns are: organic, Global Gap and Best Aquaculture Practices (with Aquaculture Stewardship Council standards for prawns coming soon).
- Use cold-water prawns instead. There are less severe problems associated with cold-water prawns than with warm-water prawns.
- Be sure to choose cold-water prawn fisheries recommended by the Marine Conservation Society (www.fishonline.org) or that are Marine Stewardship Council certified (www.msc.org). These fisheries will have taken measures to reduce bycatch and will be from stocks considered to be within safe limits.

The Good Catch initiative provides practical information for chefs and caterers. Visit www.goodcatch.org.uk for lots of useful resources.

Organisations to be aware of:

The Marine Stewardship Council

The Marine Stewardship Council (MSC) promotes sustainable seafood practices and sets standards for sustainable fishing and seafood traceability. It aims to increase the availability of certified sustainable seafood and uses its distinctive blue eco-label to inform customers of certified products. www.msc.org

The Aquaculture Stewardship Council

The Aquaculture Stewardship Council is an independent not for profit organisation founded in 2009 to manage the global standards for responsible aquaculture. It runs a certification and labelling programme for responsibly farmed seafood. www.asc-aqua.org

The Marine Conservation Society

A UK charity aimed at protecting the seas, shores and wildlife. The Marine Conservation Society (MCS) campaigns for more sustainable seafood choices through its Good Fish Guide, with its useful 'fish to eat' and 'fish to avoid' lists. www.mcsuk.org

Sustainable Fish City

Sustainable Fish City is organised by a partnership of conservation and sustainable food organisations. The goal is to make London the first ever Sustainable Fish City and to show what can be done if people and organisations make a concerted effort to change their buying habits. The campaign is increasingly interested in spreading the good work beyond London, so please get in touch. www.sustainablefishcity.net



Be inspired: The Duke of Cambridge, Islington, London

The Duke of Cambridge is the UK's first and only Soil Association-certified gastropub, and sets the bar high for sustainable restaurants. Owner Geetie Singh strives to ensure that the pub's impact on the environment and on the local community is as positive as possible. For example, 80% of the fresh produce used in the pub's kitchen comes from the Home Counties, and its menu changes daily – sometimes twice – to make the most of seasonal produce. Order a pint at the bar and the chances are it'll be not only certified organic, but also brewed in London.

Soon after opening the pub Geetie worked together with the Marine Conservation Society to draw up a strict sustainable seafood policy – one of the first of its kind – based on the MCS lists of 'fish to eat' and 'fish to avoid'. The pub has since made some alterations to its fish sourcing policy, partly in response to concerns about the issue of discards in the fishing industry. Its chefs now buy all their fish directly from a single fishing family in Cornwall that uses sustainable methods, and have licence to order from the whole catch.

www.dukeorganic.co.uk



Labels to look out for

- Wild fish and seafood carrying the Marine Stewardship Council (MSC) eco-label comes from a fishery that has been independently certified to the MSC's high standard for a well-managed and sustainable fishery.
- For farmed fish, an Aquaculture Stewardship Council logo means the fish or seafood has been responsibly produced: www.asc-aqua.org. Organic (an environmental and welfare standard) and RSPCA Freedom Food (a welfare standard) are also good options.
- For prawns (see box) look for: Global Gap; Best Aquaculture Practices and Organic.



GLOBALG.A.P.

Environmentally friendly food

What's the problem?

Farming accounts for three quarters of UK land, and has an immense impact on our environment. Historically, farming has contributed to the beauty of the British countryside, but industrialised agriculture has also caused environmental damage such as soil erosion, water pollution, and damage to wildlife habitats by using pesticides and other intensive farming techniques. On a more positive note, we should not lose sight of the fact that British farming has some of the highest environmental and animal welfare standards in the world.

You can support more environmentally-friendly farming by buying food accredited to a higher, recognised standard. Many consider organic food to be the most environmentally benign form of farming, with the LEAF (Linking Environment and Farming) Marque assuring some environmental benefits. The Red Tractor Farm Assured scheme also assures environmental practice to above minimum UK legal standards. Another way to assure the environmental quality of the food you buy is to get to know personally the farmers that supply your food, and find out about the methods they use and the standards they work to. Some small farms, for example, operate to high standards but cannot afford the time or money needed to join an official accreditation scheme.

What you can do

- Buy from food producers that guarantee higher environmental standards, such as organic and LEAF-Marque certified farmers. You can find suppliers on the local and sustainable food directories promoted throughout these guidelines. Some schemes run farm visits to enable buyers to understand the benefits of their standards, and to meet food producers, for example LEAF with its Demonstration Farms (www.leafuk.org).
- Get to know any non-accredited suppliers and don't be afraid to ask questions.
- Buy food that is in season, and design menus to use the best of local and seasonal produce.
- Caterers interested in speciality menus may also like to consider buying 'heritage varieties' of fruit and vegetables or 'rare breed' food from native British breeds of livestock, to support genetic diversity and traditional farming practices.
- Do you know where other local restaurants and cafés are buying their ingredients from? Explore clubbing together with nearby businesses to help meet minimum order volumes and possibly reduce delivery charges.



The Local Food Finder

The Local Food Finder (www.localfoodfinder.org) promotes smaller, artisan and sustainable food producers in and around London - and some further afield, who produce specialities not available close to London. It is one of the few regional food directories that also gives producers the opportunity to highlight their sustainability credentials (e.g. organic, LEAF-Marque, RSPCA Freedom Food, or Fairtrade certification). It is run by Sustain and London Food Link (www.londonfoodlink.org), supported by the Ethical Eats network for sustainable caterers (www.ethicaleats.org), and funded by the Big Lottery. There is no charge for suppliers to list their products on the Local Food Finder, and it is free for restaurants and caterers to use it too.

If you need help with getting started on buying fresh produce in London's wholesale markets, check out appendix 2 for the contact details of the markets' Business Development Managers.

Marks to look out for

Key certification schemes for food produced to higher environmental standards, which are promoted in the London 2012 Food Vision, are:



Organic food is produced using farming methods that protect wildlife and the environment, and to some of the highest standards of animal welfare.

LEAF (Linking Environment and Farming) promotes environmentally responsible farming, with standards that control chemical use and promote wildlife.

Rainforest Alliance works to prevent deforestation by working to ensure millions of acres of working forests, farms, ranches and hotel properties are managed according to high sustainability standards.

Be inspired:

Sarah Moore Artisan Caterers - London

Sarah Moore is very conscientious when buying ingredients for her catering business. She uses organic dairy and dried goods, vegetables from Perry Court farm in Kent and free-range meat from high-welfare farms including Northfield farm, Sillfield Farm and Sutton Hoo organic chickens. She buys sustainable fish, was one of the first signatories to the Sustainable Fish City campaign, and actively promotes the use of less commonly eaten fish such as pollock, whiting and gurnard. She often makes use of wild ingredients foraged within London - truly local and low-impact food! She says customer responses to the use of local and sustainable food are extremely positive, especially regarding its fantastic taste and appearance. www.sarahmoore.co.uk



The Three Stags - Kennington, London

An authentic London pub, the Three Stags recently gained a 3 star rating from the Sustainable Restaurant Association (see box on page 21). Both the head chef and owner take pride in sourcing the sustainable produce which is at the heart of the pub's daily changing menu. The Three Stags takes fish sourcing seriously and is a Pisces Responsible Fish Restaurant, which means that their fish (including underutilised bycatch species) comes to them direct from a small, inshore English fishery. Super-fresh fish, sustainably sourced, and support for small-scale British fisherfolk - all in one go. Three stars for the Three Stags! www.thethreestags.com

Healthier food

What's the problem?

No-one can have failed to notice that we are facing an obesity crisis. Around a quarter of UK adults are already not just overweight, but obese, and the 2007 Government-sponsored Foresight report noted that, if nothing is done, the proportion of obese people will rise shockingly to more than half of all adults by 2050, with all the associated individual ill-health and social costs (currently estimated to rise to £45 billion). The same fatty, sugary, salty diet that contributes to obesity also leads to a long and growing list of deadly or debilitating disease such as coronary heart disease, stroke, several types of cancer, and number of digestive disorders and oral health problems. It is important for us all to recognise that the solutions to this health crisis are not just about individual choice. For a healthier nation, we need to change the environment in which people make their choices – and that means healthier recipes and more responsible marketing techniques being used by people who provide our food, including restaurants, cafés and caterers.



What you can do

- Base your main courses on generous portions of vegetables, pulses, wholegrains and other starchy foods, and your desserts on lashings of fruit. This style of dish will not only help your customers meet their target of eating at least five portions of fruit and vegetables a day, but also give them value for money portion sizes without piling on the calories.
- Think about ways you can use less fat, salt and sugar overall.
- Re-balance your menus to be based more on plants and less on meat and cheese. You could do this by promoting delicious vegetarian options, and by reducing the meat in your meat dishes whilst boosting their carb and vegetable content. With the money you save on the animal products, you can choose to buy higher quality meat and dairy from artisan producers and from farming that promotes high animal welfare and environmental protection.
- Exclude trans fats, such as those found in hydrogenated cooking oils – the fats with the most damaging effect on heart health. Use non-hydrogenated sunflower, corn oil or rapeseed instead.
- Use semi-skimmed or skimmed milk for drinks, and use high-fat dairy products such as butter and cheese in moderation.
- Don't use big portion sizes as a marketing opportunity. Most people eat plenty of calories already, probably too many, so they do not need any encouragement to eat more! If you do want to fill the plate and make your meals look like value for money, pile on the vegetables and starchy foods, not the high-fat elements of the meal such as meat or cheese. 'Super-sizing' to attract customers needs to become a thing of the past.
- Make sure you offer alternatives to fizzy drinks, such as local or Fairtrade fruit juice. And offer your guests free tap water!
- Promote attractive, healthier options to your customers to help them choose and enjoy a healthier diet. Adopt a Healthier Catering Commitment (see box) as designed by the London Boroughs and championed by the Chartered Institute for Environmental Health and Greater London Authority.

An action plan for healthier dishes

Find out more about how you can help make your food healthier by adopting the simple tips set out in the Healthier Catering Commitment. This scheme has been designed by environmental health teams in London Boroughs with support from NHS Primary Care Trusts, the Chartered Institute of Environmental Health and the Greater London Authority. The beauty of this guidance is that it offers practical advice and describes low-cost and straightforward changes that can be made to menus and the way you prepare food, which will help make your food healthier and should help you make financial savings through reduced waste. The scheme is being promoted by environmental health teams in participating boroughs throughout London to improve the diets of Londoners, and the standards are freely available online to download at: www.cieh.org/healthier-catering-commitment.html.



Be inspired:

Crisis Skylight Café Tower Hamlets, London

Crisis Skylight Café London is a social enterprise that aims to transform the lives of its trainees and to offer customers healthy, freshly-prepared, daily menus. This commitment by the chefs and the kitchen and front-of-house trainees was rewarded with a Gold standard in the 2012 Tower Hamlets Food for Health Awards. Using seasonal, locally sourced and Fairtrade ingredients, they serve up made-from-scratch menus ranging from hot specials such as tasty stews, vegetarian curries, dahls, soups, frittatas and tortillas, to their own jams, pesto and hummus. A salad counter offers at least three different fresh salads each day. Staff have attended NHS nutrition training - no deep fried food is served. And finally, the café was praised as a welcoming environment for breastfeeding mothers.



Organisations to look out for

- If you are in Scotland, you might like to contact the organisers of the **Healthy Living Award** (www.healthylivingaward.co.uk), which runs an awards scheme and 'Coretalk' newsletter for food businesses wanting to improve the nutritional value of their food.
- **The Vegetarian Society** (www.vegsoc.org) doesn't just provide information for vegetarians. Its resources for caterers section offers advice on hidden ingredients and cross-contamination, and its Cordon Vert cookery school offers training for chefs.
- Advice for caterers on allergy and intolerance is available from the **Food Standards Agency** (www.food.gov.uk/safereating/allergyintol). There are also specialist organisations, some of which produce information for caterers, such as www.allergycateringmanual.com. You can also download a food allergy risk assessment for caterers from the Anaphylaxis Campaign at: www.sustainweb.org/foodlegacy/safe_food/

Waste

What's the problem?

In the UK we throw away a shocking 7 million tonnes of food every year, most of which could have been eaten. That's about one third of the food produced. All the energy used in making food and its packaging, and in transporting it to market, is wasted when it gets thrown away. Moreover, food waste is often wet and rots when mixed into other waste, spoiling materials that could be recycled, and giving off gases that contribute to climate change.

WRAP estimates that the hospitality sector could save £724 million per year by tackling its food waste. See the WRAP hospitality and foodservice page for more information: www.wrap.org.uk/content/hospitality-and-food-service-wraps-work-0

Mark Linehan of the Sustainable Restaurant Association points out how important planning and monitoring is in the fight against food waste: "We recommend observing customers' eating patterns, seeing if there's anything consistently left uneaten, and trying slightly smaller plates – people will sometimes pile food on a plate until it looks full, so smaller plates may help with waste."



GreenCook Chef Ambassador network

Green Cooks chef ambassadors are top UK food professionals working to promote cooking methods and practices which reduce food waste. Each of the ambassadors has inspiring stories and ideas to share. To get involved with ambassador-led events, contact Ethical Eats (www.ethicaleats.org) or visit www.sustainweb.org/ethicaleats/greencook for more hints and tips from the ambassadors.



What you can do

- Make sure that any food that is still fit to eat does get eaten. Link up with a local charity that is able to make use of food that would otherwise be wasted such as Fareshare (www.fareshare.org.uk), FoodCycle (www.foodcycle.org.uk), and Plan Zheroes (www.planzheroes.org) who work to redistribute foods to those in need.
- Ensure that the products you procure can be recycled or composted by your local waste and recycling scheme. If you use disposables, consider items provided by companies like London Bio-Packaging (www.londonbiopackaging.com) or Vegware (www.vegware.com).
- Speak to your suppliers about taking back packaging including pallets, shrink wrap and cardboard.
- Staff education is key to any recycling scheme working successfully. Are your staff properly informed about recycling practices?
- Train your staff to cut down on food waste by planning menus and portion-sizes to make the best use of the food you buy, to use up leftovers, and to get creative with what you've got.
- Don't be fooled by the appearance of fruit and vegetables. Some suppliers - like Reynolds (www.reynolds-cs.com) – provide wonky but perfectly palatable produce, think fresh peppers and mushrooms for pizza toppings; do you need them to look cosmetically perfect before they are sliced and diced? Let your suppliers know you are happy to take Class 2 (sometimes known as Cat. 2) fruit and vegetables; it will save your business money as well as help fight food waste.

The Sustainable Restaurant Association

The SRA provides UK restaurants and caterers with specialist sustainability consultancy and support and currently works with more than 1100 business across the country. Its members are provided with a Sustainability Rating assessing all aspects of their sustainability, from sourcing and community engagement to environmental practices. Members are awarded a One, Two or Three star rating.



- Give a member of staff responsibility for monitoring the waste and recycling scheme at your establishment. Support them with a checklist, and have them report contamination of the recycling and any other issues.
- Sign up to Feeding the 5000's new Food Waste Hierarchy and make a commitment to reducing food waste. Go to www.feeding5k.org/businesses.php to find out more.
- If you are producing food waste, consider a collection service like Bio-Collectors (www.biocollectors.com) who will make sure it is processed for use as fertilizer in growing new crops. See a full list of food waste collection services that operate in London here: www.sustainweb.org/resources/files/other_docs/EthicalEats_Directory_waste_contractors.pdf
- Visit www.toogood-towaste.co.uk for details of the Sustainable Restaurant Association's Too Good to Waste Campaign and suggestions on how to reduce food waste.

Be inspired: Poco, Bristol

A Spanish-style tapas bar, Poco has the ambitious aim of producing zero waste. At present it produces about an ice cream tub of rubbish a day, estimates owner and chef Tom Hunt. Through communicating with the local recycling centre, it has a clear understanding of exactly what can be recycled. And replacements are sought for products that can't be recycled, minimizing waste created. Tom claims that his business is currently 95% waste free and every effort is made to reinvent leftovers, such as serving them free as tapas to customers. Poco's strong commitment to reducing food waste recently won the Sustainable Restaurant Association's environment award for 2012. www.tomsfeast.com



Questions to think about to help reduce waste:

Which materials (waste streams) can be recycled and should they be separated? The main materials produced by catering businesses are:

- Cardboard
- Drink cans
- Glass
- Food waste
- Plastic bottles/containers
- Food and drink packaging

Can the following be recycled by waste contractors in your area?

- Used cooking oil
- Wood e.g. pallets
- Plastic film and shrink wrap

Whose responsibility is it to put waste and recyclables into the bins?

What materials can you use to assist in educating your staff on your waste and recycling scheme?

If food waste is to be collected for recycling check whether and what types of compostable packaging and utensils can be included.

Compostable vs biodegradable – What's the difference?

Compostable = biodegradable, but fast. The term 'compostable' means that in the right conditions, disposable packaging can biodegrade in under 12 weeks, together with food waste. If packaging is only biodegradable, it may not break down quickly enough to be included in food waste recycling. After all, a log cabin is biodegradable but can stand for generations. Ask to see a packaging supplier's independent compostability certification from BPI, OK Compost or DinCertco.



Useful food waste organisations

Fareshare

A national UK charity supporting communities to relieve food poverty. The charity addresses these issues in three ways:

- Providing quality food surplus from the food and drink industry to groups working with disadvantaged people in the community.
- Providing training and education around the essential life skills of safe food preparation and nutrition, and warehouse employability training through FareShare's Eat Well Live Well programme.
- Promoting the message that 'No Good Food Should Be Wasted'.

www.fareshare.org.uk

Feeding the 5,000

A partnership between farmers and environmental charities that campaign for better use of surplus food - FareShare, FoodCycle, Love Food Hate Waste and Friends of the Earth, organised by food waste expert and author Tristram Stuart. Organises demonstrations using food that would otherwise be wasted to cook free meals for the public, and encourages individuals and businesses to pledge to reduce their waste.

www.feeding5k.org

FoodCycle

Combines volunteers, surplus food and a free kitchen space to create nutritious meals for people affected by food poverty in the UK, and positive social change in the community.

www.foodcycle.org.uk

The Food Waste Network

A free service helping UK caterers find food waste recycling services. The Food Waste Network provides a single source of information on recycling services for food waste, with information on collection services and on-site recycling systems. Any UK business can get linked up with its local food waste collection services. Email your postcode and telephone number to recycle@foodwastenetwork.org.uk and they'll hook you up. www.foodwastenetwork.org.uk

Green Cooks

A group of organisations across North Western Europe exploring and promoting food waste reduction in homes, restaurants, supermarkets, and canteens.

www.green-cook.org

Plan Zheroes

Plan Zheroes has developed an online, interactive map to link up organisations who can donate surplus food with those who really need it. The Plan Zheroes map is freely available, via the internet and mobile phones, to anyone in London who is able to help divert surplus food to those who need it. They aim to help supermarkets, caterers, restaurants, schools, and hospitals to give food to local charities.

www.planzheroes.org

WRAP

A government-funded group working with a wide range of partners - businesses, trade bodies, local authorities and individuals on preventing and reducing waste. Responsible for the Love Food Hate Waste awareness campaign.

www.wrap.org.uk

www.lovefoodhatewaste.com

Bottled water

What's the issue?

Although it is possible to recycle and even reuse plastic water bottles, by far the best option is not to have a disposable bottle at all. On this measure, tap water easily wins the environmental battle with bottled water. There is no plastic waste to burn, bury or turn into other consumer goods, using energy. Similarly, when it comes to transport, the Chartered Institution of Water and Environmental Management has pointed out the substantial fuel costs, and thousands of tonnes of harmful emissions involved in transferring over 22 million tonnes of bottled liquid from country to country every year. In contrast, tap water is provided by a comparatively efficient infrastructure of underground pipes and plumbing. Although the system will use some energy, it is very significantly less than that involved in treating, bottling, shipping and trucking water around the globe, and so will help to reduce our energy use and impact on climate change. www.sustainweb.org/foodfacts/have_you_bottled_it/.

Bottled water facts: Expensive, energy intensive, environmentally harmful

162g of oil and seven litres of water are required to manufacture a single one litre volume disposable PET bottle and this amounts to the release of 100g of carbon dioxide (CO₂) a major greenhouse gas (GHG). And the costs are startling: typically, bottled water retails at up to 500 times more than the price of tap water.

Data supplied by Environmental Technology Centre, University of Nottingham.

What you can do:

- Become a bottled water free establishment, and shout about it!
- Offer your guests free tap water.
- Consider making a small charge for filtered, chilled and/or carbonated tap water and donating all or part of the proceeds to a project that provides people in poor countries with clean water.
- Sign up to a scheme like tapwater.org or givemetap.org.



Communicating your good food credentials

We know your customers think it's important, but do they know where the food you serve is from? If you're doing great things, make sure you tell your customers about it!



Market your ethical credentials

- Tell great stories and use appealing pictures. When people are eating or browsing your website, a story about a farmer, a picture of happy pigs or information about the sustainable fish you use might just catch their eye and sow the seed of customer loyalty.
- Use blackboards and other signs to explain to customers where your ingredients come from and why their ethical credentials are important.
- Provide details of your ethical approach and list your suppliers on your website or Facebook page.
- When you get a new supplier or a new sustainable ingredient you are proud of, tweet about it, and add the supplier's details to your website or Facebook.
- Make sure you also tell your suppliers what you are up to. The more they understand your principles, the harder they will work to improve the produce they are providing to your business.
- Put yourself forward for food awards, such as the Radio 4 Food & Farming Awards, the Sustainable City Awards or the British Street Food Awards. Our experience is that many caterers are shy of applying, but the publicity even of making the shortlist could be very beneficial, especially for local media.

What you can do

Join a membership network

Consider joining a membership network for caterers that can help you to make changes, and also involve you with advice, marketing support, training, events and promotional activities. It's easier to achieve change when working together with others. For example:



The Ethical Eats network - an informal network for restaurants and caterers in London (free of charge - funded by the Big Lottery). Through the network, businesses can share experiences, promote good practice and identify practical steps that they can take to become more sustainable. The network organises several meetings a year to tackle issues such as sustainable fish, animal welfare, energy use and waste. They also run 'meet the producer' events and visits to local farms. www.ethicaleats.org



The Food for Life Catering Mark - a scheme that enables caterers, canteens and restaurants to gain recognition for good work serving food that is freshly prepared, free from undesirable additives, better for the environment, and better for animal welfare. In spring 2011, over 300,000 Food for Life award-winning meals are now served weekly in the UK. The Catering Mark is open to all types of caterer and offers three awards to recognise good practice: bronze, silver and gold. The different awards offer a step-by-step approach towards using more fresh, seasonal, local and organic ingredients, Fairtrade ingredients and sustainable fish. www.soilassociation.org/trade/catering



The Sustainable Restaurant Association - open to restaurants and caterers of all sizes, nationwide. Members are examined in 14 key areas across three main sustainability categories - Sourcing, Environment and Society. There are three potential ratings: One Star, Two Star and Three Star Sustainability Champion. www.thesra.org

Appendix 1

Sustainable Food Apps

Sustainable Fish and Seafood

Sustainable Fish City

The new Sustainable Fish City iPhone app provides fish information, advice on top ten swaps for fish most under pressure, and simple actions you can take to send your message to companies that buy and serve fish - as well as free sustainable fish recipes from top chefs.

<https://itunes.apple.com/app/sustainable-fish-city/id550407961?mt=8>

www.sustainweb.org/sustainablefishcity/iphone_app/

Marine Stewardship Council

Wondering what fish to buy? Search for certified sustainable seafood that you can be sure comes from a well-managed fishery with the MSC's official Seafood Finder app.

<https://play.google.com/store/apps/details?id=org.msc.product.finder&hl=en>

Marine Conservation Society

The definitive guide to sustainable seafood from the Marine Conservation Society.

This app tells you which fish are good to eat, and which to avoid based on whether they come from well managed, sustainable stocks or farms. Includes almost every fish you could hope to find in UK shops, restaurants and markets,

<https://itunes.apple.com/us/app/good-fish-guide/id485701779?mt=8>

Fish Fight

Hugh Fearnley Whittingstall's guide to eating, buying, ordering and cooking sustainable fish.

This app gives you over 50 fantastic sustainable fish recipes and will also help you make wise and adventurous fish choices.

<https://itunes.apple.com/gb/app/fish-fight/id452012663?mt=8>

Water

Tapwater

The tapwater.org app shows how to locate free tap water refilling stations in the local area. It shows the closest restaurants, pubs, shops, cafés and public fountains, all a part of a global network which offers drinking water on the move, for free!

www.tapwater.org

Beer

Campaign for Real Ale (CAMRA)

Good Beer Guide Mobile makes the ideal companion to the printed Good Beer Guide. Wherever you are, or wherever you are going, get information on local Good Beer Guide pubs and beers available on your mobile phone.

www.camra.org.uk/gbgmobile

General Guides

Good and Green Guide London

The Good & Green Guides app is carbon neutral and presents thousands of sustainable addresses, local hotspots and activities, with telephone numbers, websites, opening times, public transport information, reviews, routes, maps, and ratings. All fully indexed. The Good & Green Guides app facilitates good and green work and play.

www.goodandgreenguides.com/Guides/GoodGreenGuideLondon.aspx

London's Best Coffee

This app, available on iPhone and Android, is a great way to find independent cafés and stalls selling locally-roasted coffee in London. The features include a map of cafés, stalls and roasteries, details on the machines and the beans each independent uses, the ability to rate the places you've visited and links to buy the roasts you like most.

http://londonsbestcoffee.bluecrowmedia.com/#a22/custom_plain

Appendix 2

Useful contacts

Business Development Managers at London wholesale markets:

Billingsgate Fish Market
Trafalgar Way
London, E14 5ST
Contact: Kirsty Grieve kirsty@madforfood.co.uk; and
Mary McNeal, mary@madforfood.co.uk
Tel: 020 7987 1118

New Spitalfields Market
Sherrin Road, off Ruckholt Road
Leyton, E10 5SQ
Contact: Tim Williams,
timwilliams4@btconnect.com
Tel: 07590 411 513

New Covent Garden Market
Local to London BDM
The Orangery, East Bridge
London SW8 5JD
Contact: Miss Zeenat Anjari,
Zeenat.Anjari@cgma.co.uk
Tel: 020 7622 6746

Western International Market
Hayes Road, Southall
Middlesex, UB2 5XJ
Contact: Peter Clarke,
pclarkewim@aol.com
Tel: 07947 764 995

Certifiers:

Fairtrade Foundation
Tel: 020 7405 5942
mail@fairtrade.org.uk
www.fairtrade.org.uk

LEAF
Tel: 0247 6413 911
val.goldstraw@leafuk.org
www.leafuk.org

The Aquaculture Stewardship Council
www.asc-aqua.org

The Marine Stewardship Council
www.msc.org

Organic Farmers & Growers
Tel: 01939 291800
info@organicfarmers.org.uk
www.organicfarmers.org.uk

Rainforest Alliance
Tel: 020 7170 4130
info@ra.org
www.rainforest-alliance.org

Red Tractor
Tel: 020 7630 3320
enquiries@redtractor.org.uk
www.redtractor.org.uk

RSPCA Freedom Food
Tel: 0300 123 0014
info@freedomfood.co.uk
www.rspca.org.uk/freedomfood

Soil Association
Tel: 0117 314 5000
www.soilassociation.org

Catering networks and support services:

Ethical Eats
Tel: 020 7837 1228
Melissa@sustainweb.org or
charlotte@sustainweb.org
www.sustainweb.org/ethicaleats

Food for Life
Tel: 0117 314 5180
fflp@foodforlife.org.uk
www.foodforlife.org.uk

Nationwide Caterers Association
Tel: 0121 603 2524
bob@ncass.org.uk
www.ncass.org.uk

Sustainable Restaurant Association
Tel: 020 7479 4221
hello@thesra.org
www.thesra.org

Sustainable Fish and Seafood:

The Aquaculture Stewardship Council
www.asc-aqua.org

The Marine Stewardship Council
www.msc.org

The Marine Conservation Society
www.mcsuk.org

Sustainable Fish City
www.sustainablefishcity.net

Waste

Fareshare
www.fareshare.org.uk

Feeding the 5,000
www.feeding5k.org

FoodCycle
www.foodcycle.org.uk

The Food Waste Network
recycle@foodwastenetwork.org.uk

Green cook
www.green-cook.org

PlanZheroes
www.planzheroes.org

WRAP
www.wrap.org.uk
www.lovefoodhatewaste.com

Allergy information

Training can help food businesses and caterers to reduce the risk of triggering serious allergic reactions such as anaphylaxis, which can be life-threatening. Online allergy training is published by the Food Standards Agency (see below). The Anaphylaxis Campaign has also produced a useful allergy risk assessment for caterers to work through with staff, see: www.sustainweb.org/resources/files/other_docs/Food_Allergies_Risk_Assessment_model_2012.pdf

Food Standards Agency

The Food Standards Agency (FSA) has developed online food allergy training materials. The site covers food intolerances, food allergy facts and an introduction to legal issues on the subject. See: <http://allergytraining.food.gov.uk>

The FSA also publishes helpful answers to common questions from caterers on allergy and intolerance, see: www.food.gov.uk/policy-advice/allergyintol/ – including guidance on how to provide allergen information, for caterers selling food that is not pre-packed (as is the case for most catering): www.food.gov.uk/foodindustry/guidancenotes/labelregsguidance/nonprepacked

Culturally and religiously appropriate foods

For Jewish customers

A very useful summary document was recently produced for the Scottish food industry, which is applicable across the UK, see: www.scotlandfoodanddrink.org/site/guide_doc/Kosher%20Food%20in%20the%20UK.pdf, which also lists many suppliers of Kosher compatible products. For suppliers in and around London, visit the London Beth Din website: www.kosher.org.uk

For Muslim customers

Find out more about Halal meat, standards and suppliers from the Halal Food Authority, www.halalfoodauthority.co.uk, and the European Halal Development Agency: www.ehda.co.uk/page.aspx?id=33

The Vegetarian Society

Offers a range of advice and resources for caterers: www.vegsoc.org/page.aspx?pid=510

The Vegan Society

Offers help to restaurants, hotels, universities and other catering establishments: www.vegansociety.com/caterers/

In addition, the website Faith and Food gives insights to the food preferences of a range of religions: www.faithandfood.com

ETHICAL EATS is a network of London restaurants and catering businesses that care about sustainability. We help businesses to identify practical steps towards becoming more sustainable, share their experiences of doing so, and promote their good work. We organise workshops tackling slippery issues such as sustainable fish and food waste, and run 'meet the producer' events and visits to local farms. We also campaign to raise awareness of healthy and sustainable food issues.

Sustain: the alliance for better food and farming
94 White Lion Street, London N1 9PF
Tel: 020 7837 1228

www.ethicaleats.org

