

# Good Food Guide

## for Festival and Street-food Caterers



How festival, event and street-food caterers can serve great food, inspired by the healthy and sustainable food standards of the London 2012 Food Vision

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In partnership with Sustain's Ethical Eats catering network and A Greener Festival, the Food Legacy programme is proud to present the Good Food Guide for Festival and Street-food Caterers. They aim to provide practical advice to festival and other events caterers on how to implement positive changes.

By adopting the simple, affordable and effective actions outlined in

this guide, many of which are already being taken by a handful of forward-thinking traders, your dishes can play a part in improving the health and well-being of visitors, 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.

## An Olympic example

The organisers of the London 2012 Olympic and Paralympic Games have led the way by committing to serve healthy and sustainable food for the 14 million meals served at the Games. In their London 2012 Food Vision, the organisers of the Games have set out their commitment to serve British and seasonal food, healthy options, animal products from higher-welfare systems such as RSPCA Freedom Food, verifiably sustainable fish, and Fairtrade products, and to reduce packaging and food waste. They also aspire to use food from environmentally-friendly farming methods, such as LEAF (Linking Environment and Farming) and organic.

Inspired by the London 2012 Food Vision, event organisers such as the Greater London Authority and Thames Festival have already committed to adopt these same food and catering standards in their work. Building on the response to the 2012 Food Vision, the Food Legacy programme has been established to encourage other caterers to join in.

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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 advice from the festival organisers and their support organisations that we consulted, and 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!

We have addressed what we believe to be the main sustainability issues for festival food 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.



**food legacy**  
Inspired by the London 2012 Food Vision



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# Why serve sustainable food on your stall?



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 event organisers – under pressure themselves to take account of sustainability – are becoming increasingly demanding about the food served by the stalls they book.

And then there are the demands being made on the front line – by customers. 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 pork in their hotdog 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. Our own research, specifically looking at what festival-goers think about food, found that:

- 72% think festival organisers should ban the sale of fish and seafood from overfished stocks, or caught in environmentally damaging ways
- 83% would choose free range eggs to eat if given a choice
- Nearly 80% would prefer to eat meat that met higher animal welfare standards
- Over 90% said they would separate their food waste out if facilities were provided

You will find further information about the key 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 way to implement change. Each issue is covered in detail, but for a crash course, in the box on the right are our top ten suggestions of actions you can take.

## Top ten good food tips for stall-holders

1. Take a look at the food you are serving. Auditing your ingredients against a check list, such as the one at [www.foodlegacy.org](http://www.foodlegacy.org), 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 and markets near you, and design your menus to reflect what's available and in season.
5. Ensure you're not serving fish and seafood listed as red 'to avoid' by the Marine Stewardship Council <http://www.msc.org>
6. Set a minimum standard for your meat such as British/Red Tractor certified, and use only free range eggs
7. Serve Fairtrade-certified products, including tea, coffee, sugar, bananas and chocolate
8. Use only compostable, or at the minimum biodegradable plates, containers, cups and cutlery
9. Ask event organisers to supply recycling bins for your waste
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 (<http://eatseasonably.co.uk/what-to-eat-now/calendar/>) and the School Food Trust ([www.schoolfoodtrust.org.uk/school-cooks-caterers/resources](http://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 Sustain's Local Food Finder ([www.sustainweb.org/ethicaleats/localfoodfinder](http://www.sustainweb.org/ethicaleats/localfoodfinder)) and other online directories: [www.sustainweb.org/foodlegacy/local\\_and\\_sustainable\\_food\\_directories/](http://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 this heat is from 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 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](http://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' scheme is one example of how this can work in practice – see [www.ethicaleats.org](http://www.ethicaleats.org) for details.
- 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](http://www.eatseasonably.co.uk)) as a catering partner and taking part in British Food Fortnight ([www.lovebritishfood.co.uk](http://www.lovebritishfood.co.uk)) to promote the best of British and seasonal produce.
- If appropriate – and as long as they are local/seasonal – buy some ingredients from producers trading at the event you are catering at or - where



## 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 [realbreadcampaign.org](http://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. "It's like presenting the Mona Lisa in a frame from a pound shop."



available - an on-site festival wholesale market.

- If catering at a festival away from home, contact the organiser in advance to see if they have a list of recommended local suppliers.
- Do you know where other stallholders are buying their ingredients from? Explore clubbing together with fellow stallholders, to make buying local cheaper, and reduce deliveries too.

## Marks to look out for

### • Red Tractor Farm Assured

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



### • LEAF Marque

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



### • Organic

Organic food is produced by wildlife-friendly and climate-friendly farming, using environmental methods, and to some of the highest standards of animal welfare.



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OF002: 00000  
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## Case Study: Street Kitchen

Street Kitchen sources all its ingredients from the UK (so no lemons or black pepper!) and changes the menu regularly to reflect seasonal produce available. "Don't just start with dish and look for the ingredients you need, reverse that way of thinking," is the advice of co-founder Mark Jankel. "Our menus in summer are totally different to those in winter." This means that the food is always at its peak, in terms of both taste and freshness. Suppliers include Riverford Organic for vegetables and dairy, Heron Valley organic apple juice, Pipers Farm for meat, and even English Pinot Noir wine from Chapel Down vineyard. So, is it really possible to make a profit by selling local, largely organic food for not much more than a fiver a pop? "The portions are generous, but there's a lot of veg in there!" says Mark. "And in the long term, I believe local, organic produce will offer greater price stability, as it doesn't rely so heavily on fossil fuels."

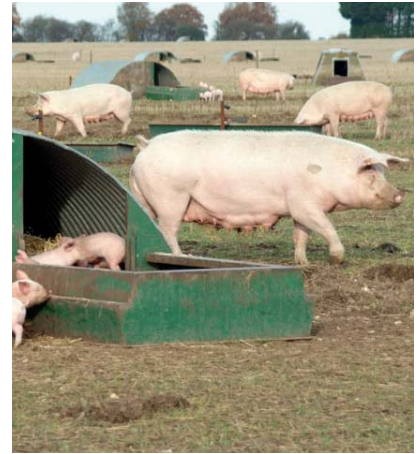
<http://streetkitchen.co.uk>

# 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 are banned in Europe from 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 guarantee higher standards of animal welfare, such as RSPCA Freedom Food certified meat and organic certified food. 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 Sustain's Local Food Finder ([www.sustainweb.org/ethicaleats/localfoodfinder](http://www.sustainweb.org/ethicaleats/localfoodfinder)) and other online directories. ([www.sustainweb.org/foodlegacy/local\\_and\\_sustainable\\_food\\_directories](http://www.sustainweb.org/foodlegacy/local_and_sustainable_food_directories)).
- Investigate the many local-to-London livestock farms selling at London Farmers' Markets, see [www.lfm.org.uk](http://www.lfm.org.uk).
- 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.
- If appropriate, buy some of your ingredients from producers selling higher welfare meat and dairy at the event you are catering at, and encourage the on-site festival wholesale market to serve higher welfare options.
- 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.

- 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.





- If catering at a festival away from home, contact the organiser in advance to see if they have a list of recommended local suppliers.
- Do you know where other stallholders are buying their ingredients from? Explore clubbing together with fellow stallholders, to make buying higher-welfare meat and dairy cheaper, and reduce deliveries too.



## Marks to look out for

- **Organic**

Organic food is produced by wildlife-friendly and climate-friendly farming, using environmental methods, 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 have 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 meet minimum legal requirements for food safety, environmental protection and animal welfare.



## Case Study: Tongue 'n Cheek

Cristiano Meneghin, one of the Eat St. collective of traders, is determined to import the Italian love for 'quinto quarto' (or offal, as we know it) to London. He serves cow tongue on foccacia with salsa verde and horseradish, and slow braised beef cheek with seasonal veg. But his meat is decidedly local - it comes from Woodward's Farm in Cambridgeshire, and he has an arrangement to pick it up from Woodward's at their farmers' market stall in central London. He is researching British street food, and wants to do more work raising people's awareness of just how tasty some lesser-used cuts can be, and of how to prepare offal. He even took to the stage at the 2011 Feeding the 5000 food waste event in Trafalgar Square, to speak to the masses about his food.

[www.tongueandcheek.info](http://www.tongueandcheek.info)

# 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/](http://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 stallholders are buying their ingredients from? Explore clubbing together with fellow stallholders, to improve access to produce (by meeting minimum order requirements, for example) and possibly get lower prices, whilst reducing deliveries too.
- Read more about the ethics of coffee in this free report by Ethical Consumer - [www.ethicalconsumer.org/buyersguides/drink/groundcoffee.aspx](http://www.ethicalconsumer.org/buyersguides/drink/groundcoffee.aspx)
- Find Fairtrade suppliers local to you by using Sustain's Local Food Finder and other online directories. See: [www.sustainweb.org/foodlegacy/local\\_and\\_sustainable\\_food\\_directories/](http://www.sustainweb.org/foodlegacy/local_and_sustainable_food_directories/)



## Case Study: Tea and Toast

Buying products featuring the FAIRTRADE Mark is an easy way to ensure the ingredients you use are ethical. Tea and Toast sell homemade West Country organic and fairtrade food from a French van called Cowslip at festivals and events throughout the summer. They have a strong commitment to fair trade and organic food. All their hot drinks use Fairtrade tea, coffee and chocolate. They get extra brownie points for giving away free fruit to children!

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



## 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.



## What about Rainforest Alliance?



You may be wondering about the differences between the two best-known coffee accreditation schemes - Fairtrade and Rainforest Alliance. The first – Fairtrade – focuses mainly on the farmers' income and welfare. The second – 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.

- 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 fair yourself, by committing to prompt payment for all food suppliers.



# Sustainable fish

## What's the problem?

People are eating more fish than they used to, and a lot of it is being caught by destructive methods. There has been a shocking decline in 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 with damaging fishing 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/](http://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](http://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* – as the sustainability of some species varies according to location (again, see the 'fish to avoid' list) – don't be fobbed off with "it's from Grimsby"!
  - \* *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.

- 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](http://www.sustainweb.org/sustainablefishcity/top_ten_swaps)
- Promote sustainably-caught fish on your menu – many customers now understand that seeing phrases such as 'line caught mackerel' 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](http://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.



- Support the Sustainable Fish City campaign ([www.sustainablefishcity.net](http://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. Please join in!



## Farmed prawns: a sustainable choice?

The increase in availability of cheap tiger prawns (also called warm-water 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 bodies for prawns are: Global Gap, Best Aquaculture Practices and Organic.
- Use cold-water prawns instead. There are far fewer 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](http://www.fishonline.org)) or that are Marine Stewardship Council certified. These fisheries will have taken measures to reduce bycatch and will be from stocks considered to be within safe limits.

## Good Catch

cooking for change, serving the future

The Good Catch initiative provides practical information for chefs and caterers. Visit [www.goodcatch.org.uk](http://www.goodcatch.org.uk) for lots of useful resources.

## Marks to look out for

- 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, **Organic** (an environmental standard) and **RSPCA Freedom Food** (a fish welfare standard) are good options.
- For prawns (see box) look for: **Global Gap; Best Aquaculture Practices** and **Organic**.



GLOBALG.A.P.



## Case Study: Squid & Pear

Squid & Pear is the first mobile caterer to hold a Sustainable Restaurant Association award, having earned the top 'three star' rating. It recently changed its fish supplier to James Knight of Mayfair, a fishmonger which takes sourcing seriously, using "selective product purchasing from day boats, organic ranches, MSC-accredited and other recognised sustainable sources". James Knight reports that it is also "the first fish and shellfish wholesaler to be accredited by the Organic Food Federation (OFF) in 2008". Squid & Pear encourages people to try interesting, less commonly eaten seafood, which takes the pressure off over-fished varieties. For example it holds 'crab and hammer' sessions to get people "bonding over crab", and gives free oyster-shucking lessons, where the public is taught about the different types and flavours of oyster, a sustainable and nutritious seafood. Responding to increasing interest from the public about fish provenance, Squid & Pear is currently working with its fishmonger to produce fish reports, which it will hand out to interested customers.

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

# 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 food. 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](http://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' or 'rare breed' food from native British breeds of livestock, and traditional varieties of fruit and vegetables to support genetic diversity and traditional farming practices.
- Do you know where other stallholders are buying their ingredients from? Explore clubbing together with fellow stallholders, to make the produce cheaper, and reduce deliveries too.







## 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 by wildlife-friendly and climate-friendly farming, using environmental methods, and to some of the highest standards of animal welfare.

LEAF (Linking Environment and Farming) promotes environmentally responsible farming, to environmental 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.



## Case Study: Sarah Moore Artisan Catering

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](http://www.sarahmoore.co.uk)

# 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 festival and street-food traders.



## What you can do

- Base your main courses on generous portions of vegetables, 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 meat in your meat dishes whilst boosting their starchy food and vegetable content. With the money you save on the animal products, you can choose to buy higher quality meat and dairy ingredients 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 sunflower, corn oil or rapeseed instead.
- Use semi-skimmed or skimmed milk for drinks and lower fat spreads, mayonnaise and dressings.
- 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. Make tap water freely available with re-usable jugs and cups where possible.
- 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.
- The London 2012 Food Vision commits the London 2012 organisers to promoting healthier food. You can too! Sign up to the Food Legacy pledge on the last page of these guidelines.



## 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](http://www.cieh.org/healthier-catering-commitment.html).



## 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](http://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](http://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](http://www.food.gov.uk/safereating/allergyintol)). There are also specialist organisations, some of which produce information for caterers, such as [www.allergycateringmanual.com](http://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/](http://www.sustainweb.org/foodlegacy/safe_food/)



## Case Study: Healthy Yummies

Healthy Yummies is a catering company which aims to provide proper healthy meals rather than fast food. It 'combines a love for fresh produce with a nutritional conscience' by creating interesting and memorable menus. Keen on 'letting the produce speak for itself', they cook from scratch using high quality produce such as heritage vegetables and free range meat, from farms they have visited themselves. They also avoid excessive use of fats and sauces, believing that good food has more than enough flavour. Where Healthy Yummies pays particular attention to food quality is its children's menu. Flying in the face of the tendency to offer children dishes that are either boringly simple, unhealthy or shaped like a dinosaur, Healthy Yummies has a wide range of tasty and nutritious options which will encourage children to try new foods and eat healthily. The children's menu includes spinach and pumpkin risotto, organic beef burger with home-made brioche and ketchup, and swede and carrot mash with home-made sausage, with carrot and pineapple cake for dessert.

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

# Waste

## What's the problem?

We throw away a shocking 8.3 million tonnes of food every year, most of which could have been eaten. That's about one third of the food produced. However much energy is has been used to make food and its packaging, all of it is wasted when it is thrown away. Food waste is also usually wet and rots, so when mixed into other waste, it spoils materials that could otherwise have been recycled and gives 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.



A great deal of waste is generated at festivals and other events, from uneaten food to packaging, to whole fields of tents being left behind. Waste generated from festival events has traditionally been one of the most serious environmental impacts festivals can have. Many festivals now undertake some form of environmentally-conscious waste management, however many could be doing much more. Festival-goers also appear ready to help out on waste management initiatives.

## What you can do

- Make sure that any food that is still fit to eat does get eaten. Link up with a local charity to use your saved food. Schemes such as Fareshare ([www.fareshare.org.uk](http://www.fareshare.org.uk)) and FoodCycle ([www.foodcycle.org.uk](http://www.foodcycle.org.uk)) may be able to collect your saved food to give to that homeless and disadvantaged people that they serve a chance for a good meal and a chat.
- Be aware of all the waste materials you will produce at the festival and check with the organiser how these can be disposed of. The nature and composition of waste produced during set-up and break down may be different from that during the festival.
- Try and procure products that can be recycled or composted by the waste and recycling scheme provided at the festival.
- Speak to your suppliers about taking back packaging including pallets, shrink wrap and cardboard.
- Use more sustainable products and services where possible e.g. fair trade and organic products, reusable or compostable packaging, chemical free cleaning products.
- Staff education is key to any recycling scheme working successfully. Ensure that all your staff are informed of how to use the scheme.
- 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 cosmetic appearance of fruit and vegetables. Use blemished fruit and vegetables and riper fruits that might otherwise go to waste. They should also save money.
- Set a member of staff with the responsibility of monitoring the waste and recycling scheme during the festival. They should monitor and report contamination of the recycling and any other issues.
- Once the festival has finished give feedback to the festival organisers on how the waste and recycling scheme worked

### Case Study: Poco Loco and Poco Morocco

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 (or festival recycling team) it has a clear understanding of what exactly can be recycled. And replacements are sought for products that can't be recycled, minimising waste created. Poco also uses local suppliers to each event so that more food can be ordered if the festival is busy, avoiding the need to over-order. If there is surplus at the end of the festival, sauces are made out of fresh vegetables and meat is frozen for the next event.  
[www.tomsfeast.com](http://www.tomsfeast.com)



## Questions to ask festival organisers

- What materials (waste streams) can be recycled and should they be separated? The main materials produced at events are:
  - \* Cardboard
  - \* Drink cans
  - \* Glass
  - \* Food waste
  - \* Plastic bottles/containers
  - \* Food and drink packaging
- Can the following can be recycled:
  - \* Used cooking oil
  - \* Wood e.g. pallets
  - \* Plastic film and shrink wrap
- What materials such as plastic packaging, polystyrene or glass cannot be brought on site?
- What types of bins and capacity will be provided and where will they be located?
- Whose responsibility is it to put waste and recyclables into the bins?
- What communications can be provided to assist in educating your staff on the festival's waste and recycling scheme?
- If food waste is to be collected and recycled check if and what types of compostable packaging and utensils can or must be included?

and what could be improved for the next event.

- Sign up to the new Food Waste Hierarchy and make a commitment to reducing food waste. Go to <http://www.feeding5k.org/businesses.php> to find out more.
- Visit [www.toogood-towaste.co.uk](http://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.

## Useful food waste organisations

- **The Food Waste Network**  
New free service helping any UK caterer find its ideal food waste recycling services. The only single source of information on all UK organics recycling services, with accurate information on collection services and on-site recycling systems. Email your food waste recycling needs and postcode to [recycle@foodwastenetwork.org.uk](mailto:recycle@foodwastenetwork.org.uk) or ring 03300 883 654. A free web-based service will be launched at [www.foodwasterecycling.org.uk](http://www.foodwasterecycling.org.uk) in summer 2012.
- **WRAP**  
Government-funded group working with a wide range of partners - businesses, trade bodies, local authorities and individuals - looking for practical advice. [www.wrap.org.uk](http://www.wrap.org.uk)
- **Feeding the Five Thousand**  
Partnership of farmers and environmental charities that campaign for better use of surplus food, led by food waste expert and author Tristram Stuart. Organises demonstrations using food that would otherwise be wasted. Encourages individuals and businesses to pledge to reduce waste. [www.feeding5k.org](http://www.feeding5k.org).
- **Fareshare**  
National UK charity supporting communities to relieve food poverty. Provides: quality food - surplus from the food and drink industry to organisations working with disadvantaged people in the community; trains and educates on safe food preparation and nutrition. [www.fareshare.org.uk](http://www.fareshare.org.uk)
- **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. <http://foodcycle.org.uk>
- **PlanZheroes**  
An online, interactive map (via the internet and mobile phones) to link up organisations who can donate surplus food with those who need it. [www.planzheroes.org](http://www.planzheroes.org)

## 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.



# 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 great pictures. When people are eating or browsing your website, a story about a farmer, a picture of happy pigs or a report on the sustainable fish you use might just catch their eye and encourage them to find out more about your company and your food.
- Use blackboards and other signage to explain to your customers where your ingredients come from and why their ethical credentials are important.
- Provide details of your ethical approach, as well as 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 page.
- 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.
- Find out if the event you are catering at has any green awards scheme for stallholders, and then apply. Also put yourself forward for other food awards, such as a Radio 4 Food & Farming Award or a Sustainable Cities Award, or apply for 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. You could join, for example:



For restaurants and caterers in London, join the informal Ethical Eats network (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](http://www.ethicaleats.org)



The **Food for Life Catering Mark** is a way for restaurants and caterers 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](http://www.soilassociation.org/trade/catering)



Restaurants and caterers of all sizes (UK wide) can join the **Sustainable Restaurant Association**. Restaurants and caterers 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. Mobile caterers to successfully achieve Champion status include Squid and Pear and Ethical Chef. [www.thesra.org](http://www.thesra.org)



The **Nationwide Caterers Association** is the nationally recognised trade association for mobile catering, outside catering, event and street food catering. [www.ncass.org.uk](http://www.ncass.org.uk)

*Mobile caterers can join NCASS or SRA at a reduced rate if already a member of one of these organisations.*



## Accredited Training for Mobile Caterers

The Nationwide Caterers Association (NCASS) and Sustainable Restaurant Association (SRA) have created a City & Guilds accredited training course in sustainability for mobile caterers. The course will cover many aspects of sustainability within sustainable sourcing, social responsibility and environmental practices. What do you get out of it? A nationally recognised City & Guilds accreditation for mobile caterer staff and management, valid for three years. The course will be available to mobile catering staff and management from mid-2012.



# Appendix 1

## Food Legacy pledge



*FOOD LEGACY aims to inspire, inform and provide links to practical assistance, to help more caterers, restaurants, hospitality and events organisers achieve the ambitions of the London 2012 Food Vision. By signing this pledge, organisations are promising to help make that vision a reality. Working together, we can transform the food system to be safer, healthier and more sustainable, for the benefit of everyone.*

By signing the Food Legacy pledge, our company or organisation is promising to take the appropriate steps to promote health and sustainability, inspired by the food standards set out in the London 2012 Food Vision. The aim is to help improve the health of the customers we serve and to support a more ethical and sustainable food system. Specifically we pledge to take the following steps:

- **Step 1 – State our commitment:** Tell our customers and the public that we are developing and implementing a healthy and sustainable food policy, within a specified timeframe, for the benefit of people and the planet.
- **Step 2 – Gather information:** Assess and monitor the safety, traceability, healthiness and sustainability of the food we buy and sell.
- **Step 3 – Make a plan to serve food that is safe, healthy and sustainable,** addressing the issues set out on the Food Legacy pledge page ([www.foodlegacy.org](http://www.foodlegacy.org)), with specific commitments to serve healthier food, and to buy and promote British and seasonal food, farm assured produce, free-range eggs, Fairtrade certified products, demonstrably sustainable fish and a growing proportion of food produced to verifiably higher standards of animal welfare and environmental protection. Also to adopt a food waste reduction strategy and to promote good food training, covering health and sustainability, for all relevant staff. Specific commitments will vary depending on the size and type of business, agreed in discussion with the Food Legacy programme.
- **Step 4 – Implement the plan:** Set dates by which changes will be achieved and how they will be measured, and communicate this to staff. Measure and report publicly on progress, and review and improve periodically in response to new sustainability information and new options and products.
- **Step 5 – Communicate clearly:** Spread the message with our customers, clients, supplier(s) and employees and other key stakeholders about healthy and sustainable food.
- **Step 6 – Influence wider progress:** Support positive change for a healthy and sustainable food system, using our influence to encourage others to join the Food Legacy journey.

Name (please print): .....

Organisation: .....

Job title: ..... Date: .....

Food Legacy is a programme coordinated by Sustain (charity 1018643) and supported by the Mayor of London, the London Food Board, London Food Link, New Covent Garden Market Authority and many others, see the website for details. Return this pledge to: The Food Legacy programme, Sustain, 94 White Lion Street, London N1 9PF;  
tel: 020 7837 1228; [foodlegacy@sustainweb.org](mailto:foodlegacy@sustainweb.org)

[www.foodlegacy.org](http://www.foodlegacy.org)



# Appendix 2

## Useful contacts

### Business Development Managers at London wholesale markets

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

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

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

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

### Certifiers

#### RSPCA Freedom Food

Tel: 0300 123 0014  
Email: info@freedomfood.co.uk  
Website: <http://www.rspca.org.uk/freedomfood>

#### Red Tractor

Tel: 0207 630 3320  
Email: enquiries@redtractor.org.uk  
<http://redtractor.org.uk>

#### Soil Association

Tel: 0117 314 5000  
[www.soilassociation.org](http://www.soilassociation.org)

#### Organic Farmers & Growers

Tel: 01939 291800  
Email: info@organicfarmers.org.uk  
[www.organicfarmers.org.uk](http://www.organicfarmers.org.uk)

#### Fairtrade Foundation

Tel: + 44 (0)20 7405 5942  
Email: mail@fairtrade.org.uk  
[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

#### LEAF

Tel: 0247 6413 911  
E-mail: val.goldstraw@leafuk.org  
[www.leafuk.org](http://www.leafuk.org)

#### Rainforest Alliance

Tel: +44 (0)207 170 4130  
Email: info@ra.org  
[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

### Catering networks and support services

#### Ethical Eats

Tel: 020 7837 1228  
Email: Kelly@sustainweb.org  
[www.sustainweb.org/ethicaleats](http://www.sustainweb.org/ethicaleats)

#### Food for Life

Tel: 0117 314 5180  
Email: fflp@foodforlife.org.uk  
[www.foodforlife.org.uk](http://www.foodforlife.org.uk)

#### Sustainable Restaurant Association

Tel: 020 7479 4221  
Email: hello@thesra.org  
[www.thesra.org](http://www.thesra.org)

#### Nationwide Caterers Association

Tel: 0121 603 2524  
Email: bob@ncass.org.uk  
[www.ncass.org.uk](http://www.ncass.org.uk)

### Sustainable Fish and Seafood

#### The Marine Stewardship Council

The Marine Stewardship Council (MSC) promotes sustainable seafood practices and sets standards for sustainable fishing and seafood traceability. They aim to increase the availability of certified sustainable seafood and use their distinctive blue eco-label to inform customers of certified products.  
[www.msc.org](http://www.msc.org)

#### The Marine Conservation Society

A UK charity aimed at protecting the seas, shores and wildlife. The Marine Conservation Society campaigns for better ocean protection, and for more sustainable seafood choices through its Good Fish Guide, which provides the definitive 'fish to eat' and 'fish to avoid' lists that are very useful when specifying what fish you would like to see included or excluded from catering contracts.  
[www.mcsuk.org](http://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](http://www.sustainablefishcity.net)

## Waste

### Fareshare

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

Providing quality food - surplus 'fit for purpose' product from the food and drink industry – to organisations 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; and Promoting the message that 'No Good Food Should Be Wasted'.

[www.fareshare.org.uk](http://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](http://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](http://www.foodcycle.org.uk)

### The Food Waste Network.

A new free service helping UK caterers find their ideal 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](mailto:recycle@foodwastenetwork.org.uk) and they'll hook you up. A free web-based service is planned in 2012.

[www.vegware.com/news/?p=732](http://www.vegware.com/news/?p=732)

### PlanZheroes

PlanZheroes 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](http://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](http://www.wrap.org.uk)

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

## Allergy information

For food allergies, training is particularly important to help avoid triggering serious conditions 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](http://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/safereating/allergyintol/guide/caterers/](http://www.food.gov.uk/safereating/allergyintol/guide/caterers/) - 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](http://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](http://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](http://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](http://www.halalfoodauthority.co.uk), and the European Halal Development Agency: [www.ehda.co.uk/page.aspx?id=33](http://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](http://www.vegsoc.org/page.aspx?pid=510)

### The Vegan Society

Offers help to restaurants, hotels, universities and other catering establishments: [www.vegansociety.com/caterers/](http://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](http://www.faithandfood.com)





**FOOD LEGACY**, inspired by the London 2012 Food Vision, aims to help more caterers, restaurants, hospitality and events organisers – in the private and public sectors – to achieve the ambitions of the London 2012 Food Vision. Working together, we can transform the food system to be safer, healthier and more sustainable, for the benefit of everyone.

**You can find a copy of the Food Legacy 2012 pledge on page 18 of these guidelines**

Contact: Melissa Hayles, Food Legacy coordinator  
Sustain: the alliance for better food and farming  
94 White Lion Street, London N1 9PF  
tel: 020 7837 1228;  
email: [Melissa@sustainweb.org](mailto:Melissa@sustainweb.org)

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**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 for better practices.

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