

# The Good Food for Festivals Guide



How festival and other event organisers can celebrate the best of fresh, delicious and sustainable food

# About this Guide

Festivals and other events offer a fantastic opportunity to celebrate the best of fresh, delicious and sustainable food.

We understand that while many festivals are keen to improve their ethical credentials, tackling the food being served can be daunting - hence this Good Food for Festivals Guide, published by Sustain in partnership with A Greener Festival. The guide provides practical advice to festival organisers on how to implement positive changes. While the examples in the following pages are drawn primarily from UK festivals, the topics and recommendations are relevant to the wider event and international festival community.

By adopting the simple, affordable and effective actions outlined in this guide, many of which are already being taken by some forward-thinking festival organisers, your event can play a part in improving the health and well-being of visitors, the livelihoods of farmers and producers, the welfare of farm animals, the conservation of precious wildlife and fish stocks, and the long-term sustainability of our food system.



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*"An ever-growing number of festivals in the United Kingdom and around the world have been at the forefront of promoting sustainability, whether by reducing greenhouse gas emissions, minimising waste, reducing their event's environmental impact or championing positive behaviour such as recycling. With often large numbers of people using shared catering, festivals provide an interesting and enjoyable space to engage with the audience and promote food sustainability. A Greener Festival has identified food sustainability as a priority for 2012 and we are actively looking for better and healthier food at festivals, and to support sustainable farming. This clear and relevant set of guidelines is a real and important step forward and will be a massive help to festival organisers and others involved with live events."*

Ben Challis, Co-founder,  
A Greener Festival

*"Eating, drinking and throwing things away are some of the most in-your-face impacts at festivals. Choosing to provide local, seasonal, chemical-free, healthy and sustainably-produced food is something all considerate event organisers and caterers should take on. Likewise the huge volumes of waste created from all that eating and drinking can be diverted from landfill if the right serveware is chosen, and - so importantly - if onsite waste operations and bin segregation is set up to match the local waste processing facilities used. This guide shines a spotlight on these important issues and gives a great up-to-date look at the things you need to think about when planning catering and related waste management. One of my best achievements has been diverting 92% of waste away from landfill at Latitude Festival by doing just what is recommended in this guide. It can be done and the punters love you for it!"*

Meegan Jones, Author of Sustainable Event Management: A Practical Guide, and Director of Green Shoot Pacific

*"At last a guide that raises the bar for everyone involved in outdoor catering. A wealth of well-researched, practical information which if implemented will revolutionise both the quality and appeal of food at festivals. Let's all work together to spread the word to traders everywhere on how they can stand out as the tasty option. You've given them the tools to do the job... let's hope they use them."*

Bob Wilson, Greenpeace  
Events Co-ordinator



## An Olympic example

The organisers of the London 2012 Olympic and Paralympic Games have taken a pioneering approach by committing to serve sustainable food for the 14 million meals served at the Games. In their London 2012 Food Vision, the organisers of the Games 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 radically 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 London 2012 Food Vision, the Food Legacy programme has been established to encourage other caterers and event organisers to join in.

You can find further information on the Food Legacy website: [www.foodlegacy.org](http://www.foodlegacy.org).

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Thank you also to the funders and supporters of the Food Legacy programme ([www.foodlegacy.org](http://www.foodlegacy.org)) and the Ethical Eats project ([www.ethicaleats.org](http://www.ethicaleats.org)), acknowledged below.

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.



Ethical Eats catering network is funded by the Big Lottery's Local Food Fund. 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.

Working with:



Ethical Eats is supported by:



Food Legacy is supported by:



# Why sustainable food at festivals?

Festival organisers have a real opportunity to improve the sustainability of their festival, in a delicious way. How? Think with your belly, think about food.



More and more festivals are working to make their events environmentally friendly – from starting up renewable energy initiatives to reducing waste through recycling and composting, requiring environmentally-friendly packaging on-site, post-event salvage efforts and re-thinking audience and artist transport. For most, making sure the food and drink also measure up ethically has been less of a priority so far.

But food production and consumption has an enormous effect on the environment and on our health, so addressing the food served is a vital part of becoming a truly green festival.

The pages of this guide are full of reasons why being sustainable makes sense – for the health and welfare of people and animals, for the environment, and for society and culture. We also know councils and other landlords are themselves increasingly interested in ensuring that the events they host meet certain sustainability expectations.

From a business point of view, festival staff and food and drink caterers are also beginning to recognise that providing sustainable food and drink is not only good for the health of their customers and the planet, but can be good for business too.

Making sure that the food and drink served is local can help to ensure that the festival is received positively by the local community.

Food is a great way of bringing people together. By involving local producers (and providing rural jobs in the process), festivals are more likely to receive ongoing support not only from the community, but also, crucially, from the councils who grant site permissions each year.

So customers are asking for it, caterers are beginning to understand the demand and embrace new food opportunities, and landlords may even require it, which leaves festival organisers in a powerful position to improve the sustainability of their events in a big and delicious way.



The following pages highlight key food and drink, water and waste sustainability issues facing the festival community, and provide advice, contacts and motivation for tackling the issues in a practical way. To start, take a look at our top tips for tackling festival food and drink sustainability

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 raised to higher animal welfare standards
- Over 90% said they would separate their waste if facilities were provided.



### Some words of wisdom from festival organisers who have put sustainability policies in place:

- Education is key – many caterers are keen to be sustainable but are very busy and don't always understand the issues.
- It is important to have a two-way discussion to help traders improve.
- See change as a process – make demands one step at a time. You can't be overly prescriptive straight away or traders won't be able to work at your event.
- Balance that with using friendly warnings to make sure changes take place. Sustainability will soon be government policy, and some organisers and landlords are already setting out requirements for traders to adhere to, so it is important to tell caterers the way the wind is blowing, and that they may as well start addressing their approach now.
- Arrange for a member of your team – or an interested volunteer – to audit the stalls at your event to ensure they are adhering to the policy, and take notes and pictures of positive examples that you can promote.
- Help traders to form buying groups to bring down prices.

## Shambala, Northamptonshire, England

Chris Johnson, co-founder of Shambala Festival and coordinator of the Green Festival Alliance for Julie's Bicycle, gives some top tips. "Don't change too much too quickly - try to take everyone with you," says Chris, "especially as you may want to keep many of your chosen traders." For example, make some easily achievable targets for traders in the first year (e.g. Fairtrade tea, coffee, milk, hot chocolate and sugar), and provide a checklist which outlines what will be expected in year two. "Traders can fill out the checklist so you know what is already in place, and get a feel for the future expectations," he adds, "and talk to the traders about how this affects them, and help them by providing lists of recommended wholesalers."

*See our checklist template in Appendix*

## Our top recommendations for festival organisers

1. Find out what you are serving at your event. Auditing your stallholders against a checklist such as the one shown in the appendix is the first step on the journey to making your food sustainable.
2. Decide what your policy on food will be, based on the issues you feel strongly about and want to prioritise. The Food Legacy pledge provided in the appendix can be used as a template.
3. Hire a sustainability manager - or appoint a specific person on the organising team to oversee, develop and implement your food policy.
4. Communicate with and support your stallholders in the run-up to the event, helping them to help you meet your goals.
5. In advance, provide a list of recommended sustainable suppliers to traders, and where appropriate negotiate a discount for all festival caterers with your chosen suppliers.
6. Set up a wholesale market for traders on-site. Make it easy for traders to replenish supplies and meet your sustainable food and serveware standards by stocking local, seasonal, organic and Fairtrade food and drink, and sustainable serveware items, on-site.
7. Go as local as possible when stocking your bars. Consider working with both small- and medium-sized UK breweries and other drinks producers to provide the range of products you want to serve.
8. Set up an incentive plan, for example discounted stall fees, or an awards scheme, to encourage stallholders to switch to more sustainable products such as local, organic or Fairtrade foods. You could also reward your most ethical traders by including discount vouchers for their food in your programme, to encourage other businesses to follow suit.
9. Ban food vendors from serving red-listed fish and seafood. Use the Marine Conservation Society's simple Good Fish Guide to identify these: <http://fishonline.org/fish-advice/avoid>
10. Set a minimum standard for meat, such as British or Red Tractor certified.
11. Work with your local water supply company to set up water refill points on site. Make sure you give yourself, and them, enough time to get organised.
12. Contact the Food Waste Network for advice on food waste recycling services.
13. Ban plastic sachet portions and plastic and polystyrene serveware.
14. Shout about your sustainable food values and achievements on your website, in your programme and through the media.
15. Increase the proportion of vegetarian/vegan vendors and menu options as it's proven that their production is generally more sustainable than meat and fish alternatives.



## The ethical pound

We know people are asking ever more questions about what they are eating and are increasingly making purchasing decisions based on ethical considerations. Good food therefore has clear benefits for a festival's credibility and reputation.

*"Our festival goers expect to see local, organic and fair-trade food at the event. They would be disappointed if we weren't providing these things. Our sustainability guidelines are integral to the ethos of the festival. This is something that is part of a wider movement to make sure that having a good time, partying and dancing with your friends does not have a negative environmental impact. In fact, we can use festivals to help educate and increase sustainable practices."*

Helen Starr-Keddle, Environmental Coordinator, Waveform Festival.



UK ethical spending is at an all-time high. Sales of eco-friendly and ethical products in Britain have risen by 9% since 2010, even 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 a stall's prices are higher and can buy in to the values being promoted. That said, sustainable food choices do not necessarily mean that prices have to go up – some options are actually cheaper.

According to the July 2011 Eating Out report published by industry analysts Allegra Strategies, sustainably-sourced produce is a key motivator, with nearly half of diners more likely to visit an establishment where the food is sourced sustainably, and just over half saying they prefer to eat at establishments where the food is sourced locally and regionally.



*"Price doesn't always increase when you change to a sustainable supplier. Festival organisers could recommend that caterers take a look at the Sustainable Restaurant Association's supplier directory and shop around a little. We recently moved to Rare Breed Meat Co who worked out to be less expensive for us than our previous supplier."*

Lisa Drabble, Squid and Pear Caterers, London



# What the festival community has to say

*"Our feedback from festivals has been that suppliers want to pursue more sustainable options, and given the support and information will make more sustainable choices."*

Chris Johnson, Green Festival Alliance Coordinator, Julie's Bicycle, and Co-director, Shambala Festival

*"The work you are doing with festivals is a brilliant idea. We have been so frustrated with event organisers talking about sourcing locally, but not following through on our offers to grow produce especially for their event. We know these events are planned way in advance so there is every opportunity for us to plan our growing in advance too and provide truly locally grown food for their stallholders"*

North Aston Organics,  
Oxfordshire

*"Many festivals are in the process of becoming more sustainable and are now looking for their caterers to be so too. Sustain's guidelines are great because they provide clear and concise information about what the important issues are and the steps we can take to get there"*

Ian Fielder, Festival Manager,  
Green Man Festival



*"The closer the producer, the happier the local community are about your event."*

Michael Havard, Bars Manager, Green Man Festival

*"The Association of Independent Festivals currently represents 40 events, with a joint capacity of over 550,000 visitors, so there is a huge opportunity for festival organisers to have a significant impact on the food system. Many of our members are already doing great things, and we are delighted to see a resource highlighting exactly what, why and how they can make sustainable catering choices throughout their events."*



Claire O'Neil, General Manager, Association of Independent Festivals, and Co-founder, A Greener Festival

*"Our real ale and cider bar, which stocks local products, has the highest turnover for its size at the festival... It is with sparkly eyes that our customers ask the bar staff, 'Ooooh! Where does that one come from? Who made that? It's local? Well done you guys – yum!'"*

Michael Havard, Bars Manager, Green Man Festival



# Local and seasonal food

## What's the issue?

Increasing demand for a wide range of ready-prepared and exotic out-of-season produce means that the food we are eating is being transported further than ever. In fact, food is responsible for nearly a third of UK greenhouse gases, according to the Food Climate Research Network. 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.

### Environmentally-friendly farming

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 from pesticide use and other intensive farming techniques.

Organisers can support environmentally-friendly farming by working with traders that use foods accredited to a higher, recognised standard such as Organic, LEAF (Linking Environment and Farming) Marque, or the Red Tractor Farm Assured scheme (see 'Marks to look out for' box for details). Another way to assure the environmental quality of the food you buy is to encourage your traders to get to know the farmers that supply their food, and find out about the methods they use and the standards they work to. Many small farms, for example, operate to high standards but cannot afford the time or money needed to join an official accreditation scheme.

## What event organisers can do to promote local, seasonal, and organic food:

- Set a minimum standard for local/seasonal/organic foods served by vendors.
  - As part of their event-wide sustainability plan, Thames Festival organisers are committed to promoting local and seasonal produce. All salads and vegetables must be UK grown and vendors are supplied with a list of UK vegetables that are in season at the time of the festival to assist with designing menus and selecting produce.
  - Waveform festival asks vendors to provide a minimum of 75% organic food and drinks.
  - All caterers at Sunrise Festival are expected to use a minimum of 80% organic ingredients.



- Compile and distribute a list of local producers and suppliers that can provide seasonal/organic products to stallholders, or even broker direct purchases between stallholders and farms.
- Make personal contact with local growers to find out who wholesales their produce and find out what steps would be needed to increase the flow of produce towards your event. If growers know they are getting the business, they



## Bread - it's time to get Real!

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 this trend by encouraging traders that serve bread to use locally-made Real (i.e. additive-free) Bread instead? Your traders can find Real Bread bakers in their area at [realbreadcampaign.org](http://realbreadcampaign.org).



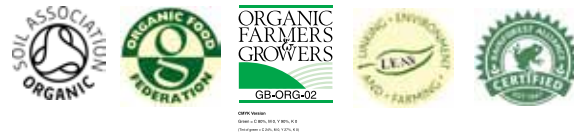
can be prepared and produce more, particularly if advance contracts are agreed.

- Determine what will be in season at the time of the festival and communicate your findings to traders. A useful seasonality chart is available at: [www.schoolfoodtrust.org.uk/download/documents/pdf/sft\\_seasonality\\_chart\\_a4.pdf](http://www.schoolfoodtrust.org.uk/download/documents/pdf/sft_seasonality_chart_a4.pdf)
- Set up an incentive plan to encourage stallholders to switch to local and organic food. This may be particularly useful if your festival has long-standing relationships with traders that you have been working with for many years.
- If you have a wholesale facility where traders can replenish food items on-site, ensure that sustainable products are stocked. If you do not yet have

82% of festival-goers indicated that they would use a reasonably priced market/grocery shop if there was one available on festival grounds.

## Marks to look out for

Key certification schemes for food produced to higher environmental standards are:



**Organic food** is produced by wildlife-friendly and climate-friendly farming, where the use of agrochemicals is strictly controlled, 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 ensuring that forests, farms, ranches and hotel properties are managed according to high sustainability standards.

A new **Pasture Fed** standard, launched in 2012, highlights farmers whose beef cattle are fed mainly on grass. This has lots of benefits in terms of wildlife, landscape management and greenhouse gas emissions. Organisations such as the National Trust (host to many festivals and events) are very interested in promoting grass-fed meat. Find out more from the Pasture Fed Livestock Association: [www.pfla.org.uk](http://www.pfla.org.uk)

- a wholesale facility, consider establishing one and make it easy for traders to meet your sustainable food standards by stocking local, seasonal and organic items.
  - Glastonbury has a wholesale market on-site which has also reduced the need for truck movement on- and off-site during the festival.
- Set up and stock a festival/campsite market for festival-goers and campers to reduce the need for them to bring in food from off-site - a major contributor to food and packaging waste on festival grounds (Glastonbury estimates that half of all food consumed on-site is brought in).
  - Latitude Festival has an on-site village/festival shop including a selection of local, organic and Fairtrade products.
  - Gilcombe Farm, an organic family-run farm in Somerset, sets up a farm shop near the entrance gates to the Sunrise Festival.
- Offer a rebate on stall fees when stallholders present proof of sustainable purchases.
  - Peat's Ridge festival near Sydney, Australia gives a \$500 rebate on stall fees when presented with receipts for \$2000 worth of certified organic produce.
- Use the festival website and programme to communicate the achievements of stallholders going the extra mile to provide local, seasonal and organic foods. Use the changes to create positive stories on-site and beyond for your event. Show your customers that you are committed to change for a better future.





## Sunrise Festival – Bruton, Somerset

Sunrise Festival organisers have established a site-wide organic policy for all food and drinks, including alcohol. As part of this policy, all suppliers of consumable goods are expected to achieve a minimum of 85% organic content in their wares. To encourage traders to use local suppliers, organisers have established The Sunrise Local Organic Food Initiative, which aims to minimise the environmental cost of transporting goods. As part of this initiative:

- Information on local organic suppliers and the Sunrise Local Organic Food Initiative will be distributed to all traders in advance of the event.
- Local organic food suppliers will be on-site to supply goods directly to traders.
- Traders will be able to pledge to buy local organic foods during the event. These traders will be presented with certificates to display to the public.

An Ethical Trading Policy is also in place, setting out strict guidelines governing which traders are chosen for the event.



## Going for local alcoholic drinks

### What festival organisers can do...

Aim to source distinctively local beers from a brewery close by. The Campaign for Real Ale (CAMRA) recommends finding a brewer less than 30 miles from an event. It runs a LocAle accreditation scheme for pubs which sell local beer, and similar principles could be applied to festivals. For more information on the scheme visit [www.camra.org.uk/locale](http://www.camra.org.uk/locale)

- Speak to your local CAMRA branch for practical advice on running a festival which provides real ale (including sourcing, storage and cooling for the 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](http://www.camra.org.uk/branches).
- Set a target!
  - At least 80% of the alcohol stocked on site at Sunrise Festival is organic and, wherever possible, locally produced.
- Sample new varieties and, if you can, visit local breweries.
- When buying from more than one brewery, see if they can share transport.
- Get your ale in early, cold and settled properly - nobody likes 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.
- Do your research - check for local networks, groups and associations to work with, for example the Welsh Cider Association and many more.
- Enquire about 'sale or return' deals.
- Use your booze to celebrate the local identity of your event.

## Green Man Festival, Glanusk Park, Wales



Green Man has a large bar service with five bars on-site, and serves local beers, ales and ciders sourced from within a 50-70 mile radius. How do they do it? Green Man works with medium-sized UK breweries (e.g. Aspalls) for draught lager and cider, as well as with small-scale and local producers. As for items which are not readily available in the UK, such as wine, the festival sources as close to home as possible - only European wine is served.

Some no-brainers from Green Man:

1. The closer the booze, the less distance travelled, the less damage done.
2. The closer the booze, the quicker you can get more stock if you need it.
3. The closer the producer, the happier the local community are about your event.



# Sustainable fish and seafood

## What's the issue?

People are eating more fish than they used to, and a lot of it is caught or farmed using 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.

Caterers, restaurants and event 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.

73% think festival organisers should ban the sale of endangered fish and seafood.



## What organisers can do:

- Include a sustainable fish requirement in your food policy.
- Require that all food vendors serving fish and/or seafood commit to serving only verifiably sustainable fish. Two useful organisations and tools to help you:
  - **The Marine Conservation Society** and their Good Fish Guide which lists 'fish to eat' and 'fish to avoid'. Make it a requirement that your vendors do not serve any fish or seafood from the 'fish to avoid' list. Download a handy Good Fish Guide at: [www.mcsuk.org/downloads/fisheries/](http://www.mcsuk.org/downloads/fisheries/)
  - **The Marine Stewardship Council** and their Sustainable Seafood Product Finder. [www.msc.org/where-to-buy/product-finder](http://www.msc.org/where-to-buy/product-finder)
- Sign up to the **Sustainable Fish City** campaign, for support with getting the support you need. [www.sustainablefishcity.net](http://www.sustainablefishcity.net). Identify and celebrate caterers who pride themselves on serving sustainable fish and seafood.



## Thames Festival, London, England



As part of their commitment to helping London become a Sustainable Fish City, Thames Festival organisers require food stallholders to exclude fish and seafood from their recipes identified as 'fish to avoid' by the Marine Conservation Society. Fish was the theme of the Festival's 2011 Feast on the Bridge event. The event celebrated sustainable fish with debates, stalls, sea shanties and cycle-powered cinema screenings. See: [www.sustainweb.org/sustainablefishcity/fish\\_news/sep11\\_thames\\_festival\\_celebrates\\_sustainable\\_fish](http://www.sustainweb.org/sustainablefishcity/fish_news/sep11_thames_festival_celebrates_sustainable_fish)

## 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, certified organic and RSPCA Freedom Food (a fish welfare standard) are good options.



# Going Fairtrade

## What's the issue?

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 in Africa, Latin America and Asia. 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.

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in poorer countries. 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 festival organisers can do:

- Set up a minimum standard requiring that readily available Fairtrade products are sold as standard, for example coffee, tea, hot chocolate, bananas and sugar.
  - Glastonbury has a Fairtrade procurement requirement for all coffee, tea, hot chocolate and sugar.
  - The London 2012 Olympic and Paralympic Games organisers committed in their standards to buy only Fairtrade coffee, tea, bananas and sugar, and have also included Fairtrade chocolate, oranges and white wine.
- Compile and distribute a list of suppliers that offer Fairtrade foods to all your food vendors prior to the event (see contacts section on p25).
- Broker direct purchases between stallholders and Fairtrade suppliers.
- Set up a wholesale market facility on-site where traders can replenish Fairtrade items during the festival.
- Set up an incentive plan to encourage stallholders to switch to Fairtrade foods.
- Communicate and celebrate your Fairtrade standards.
  - In 2010, the Thames Festival hosted the first ever Fairtrade Village, sponsored by The Co-operative Food. Leading UK Fairtrade companies were present, including Divine Chocolate, Cafédirect and Cream O'Galloway ice-cream (which uses Fairtrade sugar and cocoa powder).







## Glastonbury Festival, Worthy Farm, Somerset



At Glastonbury, coffee, sugar, hot chocolate and most tea sold on-site are Fairtrade. Organisers actively encourage stallholders to increase their stock of Fairtrade products each year and have a designated award given by the Fairtrade Foundation to the trader doing most to provide Fairtrade goods.



## 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' or farm labourers' income and welfare. The second - Rainforest Alliance - focuses mainly on environmental standards, with some rules on working conditions built in.

According to research organisation Ethical Consumer, 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, to be invested in social, environmental or economic development projects, chosen democratically by the producer organisation or workers' association.

Rainforest Alliance aims to conserve biodiversity and encourage 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.



# Meat and dairy

## What's the issue?

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, according to research by the RSPCA/Institute of Grocery Distribution. 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 – are still allowed. So for happy chickens (and high quality, nutritious and tasty eggs), going cage-free is the way forward. Likewise, we know that happy, healthy cows make for high quality milk, butter and cheese. Despite the decline in small-scale 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.



78% of festival-goers would prefer to eat meat from animals raised to higher welfare standards

## Part-time carnivores

Most of us are now aware that we should eat less meat (especially red meat and processed meat) and fewer products of animal origin, both to reduce our impact on the environment, and to improve our health. While the number of vegetarians in the UK has remained relatively stable over recent years, evidence suggests that more and more people are trying to eat less meat – indeed, according to some market research, 'meat reducers' account for 45 per cent of the population.



## Religious and cultural foods

Food standards are important for many religions and cultures. These usually relate to the meat, dairy and fish products in a person's diet, and ingredients derived from animal sources, and may require - for example - animal products to have been raised and slaughtered to certain standards; exclusion of certain types of food (most commonly pig products); rules about the strict separation of food products and kitchen equipment during preparation; and rules about alcohol consumption.

Customers from different religious and cultural backgrounds will appreciate you providing appropriate foods, and labelling clearly those which meet certain standards such as Halal or Kosher, so that they can eat with confidence. Note that any such claim is a trading standards issue, so you will need to be sure that your food really is compliant with such standards if you advertise it as such. You may find that if you are not able to offer such reassurance, then the person opts for a vegetarian dish to be on the safe side, hence we have included details for the Vegetarian Society and Vegan Society and their catering guidance, in the Appendix. To find out more about religious and cultural food preferences, check out our culturally and religiously appropriate foods section in the contacts at the end of this document.





## What organisers can do:

- If meat is to be sold at your festival, require that it is sourced from producers who follow higher welfare standards (check out the marks to look for opposite).
- Make personal contact with local farmers to find out who wholesales their meat/poultry, and whether or not they are able to supply direct.
- Distribute a list of local suppliers/farmers that can provide meat to stallholders at the time of the festival.
- Broker direct purchases between stallholders and farms.
- Set up an incentive plan to encourage stallholders to switch to higher welfare meat and poultry.
- Set up an on-site market for traders. Facilitate the use of higher welfare meat/poultry by stocking these items on site.
- Inform festival-goers of your efforts to provide meat from happy animals.
  - At London Green Fair, traders are encouraged to educate diners about meat, by providing information on whether it is organic or free range.
- Encourage traders to reduce meat portion size and build meals around more plant-based food, such as bread, grains, vegetables and pulses.
- Think about whether you want to commit a proportion of your food trading space to meat-free food.

## Marks to look out for

### • Organic

Organic food is produced by wildlife-friendly and climate-friendly farming, where the use of agrochemicals is strictly controlled, 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 described as 'free range' or 'outdoor reared,' which is likely to be better for welfare, 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.



## Shambala, Northamptonshire, England

Caterers and stalls are only offered a pitch at Shambala if they can prove that they are managed ethically. The festival's ethical procurement policy requires traders to:

- Only use meat which can be proved to come from an ethical source
- Use Fairtrade, organic and local supplies wherever possible
- Use only biodegradable plates/cups/cutlery

Each year the trader deemed to be the most sustainable receives the festival's Green Trader Award, and gets a discount of 50% on the following year's pitch fee.

[www.shambalafestival.org/about/sustainability/](http://www.shambalafestival.org/about/sustainability/)



# Healthier food

Festivals are in a unique position to provide a platform for trying out new ideas. While encouraging healthy decision-making and tackling problems such as obesity might not be your biggest concern as a festival organiser, the selection of food offerings at your festival is one sure-fire way that you can encourage healthy eating. Solutions to diet-related health problems are not just about individual choice. We need to change the environment in which people make their choices – and that means ensuring healthier food options and more responsible marketing techniques are used by people who provide our food, and that includes festival and event organisers.



## What you can do

- Work with food vendors who use less meat and lots of veggies, wholegrains and other starchy foods.
- Make sure there are lots of alternatives to sugary fizzy drinks, such as water and local fruit juices.
- Make tap water freely available.
- Encourage your vendors to adopt the 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 the NHS Primary Care Trusts, the Chartered Institute of Environmental Health and the Greater London Authority. This guidance 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).





# Water

## What's the issue?

Although it is possible to recycle plastic water bottles, and even re-use them, 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 shipping and trucking bottles around the globe (containing water that has already been pumped and piped and purified), and so will help to reduce our impact on climate change. [www.sustainweb.org/foodfacts/have\\_you\\_bottled\\_it/](http://www.sustainweb.org/foodfacts/have_you_bottled_it/).

### Bottled water:

*"More energy is needed to fill the bottles with water at the factory, move it by truck, train, ship, or air freight to the user, cool it in refrigerators, and recover, recycle, or throw away the empty bottles. The Pacific Institute estimates that the total amount of energy embedded in our use of bottled water can be as high as the equivalent of filling a plastic bottle one quarter full with oil."*

Bottled Water and Energy – A Fact Sheet, The Pacific Institute

### Limetree Festival, Masham, North Yorkshire

In 2011, Limetree set an ambitious target of becoming an entirely plastic-free festival. Vendors were prohibited from selling bottled water and with the help of Tapwater.org free tap water was made available on-site. Water came from the mains supplied around the festival site. Limetree and Tapwater.org worked together to plan the same service for the 2012 festival.

*"There are simply no issues in providing drinking water for festivals providing we have the time to prepare. On average three to six months is about what we need to organise free drinking water at event sites. Most water utility companies have emergency tanks available and are willing to support these types of events. If not there are other alternatives available on the market if mains connections are not possible".*

Michael Green, Founder, Tapwater.org

## What organisers can do:

- Set a target to become a plastic bottle free event.
- Ban the sale of bottled water at your event.
  - Grassroots Eco Music Festival 2011 was a bottle-free event.
- Ask festival goers to bring their own refillable bottle and tell them that drinking water will be available for refills. Communicate this on the festival website.
- Organise the sale of reusable water bottles or involve an organisation to do it for you. See, for example, Tapwater.org and GivemeTap.org.
  - Sunrise Festival sells refillable water bottles and refill points with filtered water from a natural spring on the land. Proceeds from bottle sales go to the water charity Drop4Drop - managed by Life Water.
- Provide free tap water at the festival.
  - Latitude Festival organise free drinking water points throughout the campsites located next to toilet blocks. The supply is tested in advance and daily during the festival.
  - Bonnaroo in Texas has looked past the profits of selling bottled water by selling reusable bottles and making it compulsory for bars at the festival to refill the water bottles for free.
  - Sunrise organisers reduce the need for plastic water bottles by placing drinking water taps at regular intervals around the site with special attention paid to dance areas.
- Identify a useful end point for waste water.
  - Sunrise organisers dispose of all waste water from showers, cafés, etc. into a WET (reedbed) system at a nearby farm.
- Monitor the amount of water used during the festival
  - Water consumption levels for the whole of the event are recorded as a part of the Sunrise Festivals sustainability appraisal.
- Donate reusable bottle proceeds to a charity.
  - Grassroots Eco Music Festival: re-usable water bottles are sold for £1 each and 100% of proceeds going to WaterAid (in conjunction with Jersey Water).

# Waste

## What's the issue?

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 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: [www.wrap.org.uk/category/audience/hospitality](http://www.wrap.org.uk/category/audience/hospitality)

All food waste may soon be banned from landfill sites according to plans set out in the UK's 2011 Government Policy Waste Review, so starting on a strategy for food waste now is a vital step for anyone involved in events and festivals.

A great deal of waste is generated at festivals and other events: uneaten food, packaging, and whole fields of tents and other materials left behind add up to 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 with waste management initiatives.

A survey carried out by *A Greener Festival* of 649 festival visitors found the following attitudes to waste management at events:

- 71% strongly agree or agree that waste is a negative environmental impact of festivals.
- 81% agreed or strongly agreed that if provided with separate bins they would separate their rubbish.
- 57% of festival-goers agree or strongly agree that re-usable crockery and cutlery should be used instead of disposables at festivals.



Any festival or event will generate a range of waste materials during the set-up, running and break-down stages of the event. Sustainable waste management is based on the waste hierarchy (steps 1-5 below). The processes at the top of the hierarchy are always environmentally preferable and should be considered first, if the objective is to deliver the best environmental performance. They are usually the most cost effective approaches as well:

1. *Reduce* – reduce the amount of waste created through waste minimisation initiatives.
2. *Reuse* – reuse waste and thus avoid energy consuming reprocessing.
3. *Recycle* – reprocess waste for further use.
4. *Energy recovery* – generate energy from waste using a variety of technologies.
5. *Disposal* – put waste in landfill sites.





## What organisers can do:

Develop a clear and concise waste management plan. The WRAP Event Resource Management Plan tool can help you to do this<sup>1</sup>.

Understand your waste. Consider what types and quantities of waste are going to be produced at the festival - for example: food, construction, glass, wood, textiles, cooking oil, metal, plastic, tents. Conduct waste audits before, during and after your event to get a better understanding of when the different waste types are produced and what is required to manage them better in future.

The disposal facilities and their availability will affect how the waste collection system operates. Research what waste management facilities are near to the festival. Food stalls should collect waste oil in sealed drums for recycling into bio-diesel and pallets should be taken away by the supplier.

Work with your stallholders. Contracts with stallholders can include the responsibility to manage waste properly (with penalties for non-compliance), prohibit certain materials such as some disposable items, and require the use of correct packaging materials that can be recycled or composted (ensure any biodegradable packaging used is accepted by the waste contractor and composting facility). Provide training to stall managers and ensure they relay the information to all of their staff.

**Tip 1:** Switch to recyclable or compostable/biodegradable, sustainably-produced serveware

- Croissant Neuf requires, with a non-negotiable policy, that all serveware must be either compostable or be 'real' crockery and cutlery that is washed up and reused by the caterer on-site.
- At Bestival, all food and drink stalls are expected to only use biodegradable or compostable cups, glasses, knives and forks. Polystyrene is a definite no.
- Latitude requires that all food packaging, including plates, bowls, cups, containers and cutlery are compostable.
- The Glastonbury Festival composts between 150 to 200 tonnes of food waste each festival, the majority being biodegradable packaging. 50 to 75 tonnes is actual food waste, the majority of that being pre-customer waste (i.e. direct from the food vendor).

The experience of the festival recycling industry at larger events has been that compostable cornstarch cups, whilst being a well-intentioned and very public measure to reduce plastics, can impact negatively on recycling rates, as audiences continue to be confused whether they go into compost or plastic recycling bins. For this reason Shambala recommends rPET – which is

recycled, can be easily recycled again many times over, and fits into established waste streams.

**Tip 2:** Ensure your serveware and the way you segregate waste on-site fit with locally-available waste processing facilities

Sustainable event consultant Meegan Jones, who set up the systems at Latitude, says this is the first thing she teaches in waste management training for festivals. Understanding what happens to waste when it leaves the event gates is crucial when choosing packaging and waste system options.

**Tip 3:** Ban sachet portions, plastic and polystyrene

- Croissant Neuf have banned sachet portions, plastic and polystyrene.

**Tip 4:** Provide stall holders with a selection of approved recyclable or compostable/bio-degradable or otherwise sustainable serveware retailers.

- At London Green Fair, all catering stallholders are expected to use compostable packaging purchased from approved retailers.

## 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.

1. <http://rmp.wrap.org.uk/login.php>

**Tip 5:** Use reusable cups and cup deposit systems

Reduce the boozer's waste stream and get rid of plastic pint rubbish at your festival. Switch to reusable cups!

- Reading/Leeds Festival has introduced an effective cup deposit system.
  - The reusable cup distributor, the Incredible Cup Company, charges nothing to participating festivals. They make a profit from people paying the deposit then taking the cups home as souvenirs
  - The cups can be reused up to 100 times, and at the end of their lives the company recycles them into household piping.
  - Latitude switched to a cup deposit system, with a £3 deposit refundable on return.
  - Shambala charges a 10p deposit on each drink from its bars. By bringing the cup back you get a 10p discount on the next drink. This is a departure from similar initiatives because it saves the need for cash handling and accounting of thousands of 10p pieces, and no need to secure the cups as they have no monetary value in their own right or in multiples.

**Tip 6:** Litter-bond systems

Festival organisers can charge traders an initial litter bond that is refunded if the area around the food stall is free of litter and waste after the event closes.

- London Green Fair charges a £20 refundable litter bond.
- Sunrise Festival runs a 'Clean Trader' bond of between £50-200, which is returned if the trader has adhered to the policy and left their pitch clean to the satisfaction of the Markets Manager.

**Tip 7:** Highlight food waste as an issue

Festival organisers can make sure there are organisations and activities at the event that highlight and address the issue of food waste.

- Shambala is working with the waste food collection and distribution charity FareShare to provide a gourmet café using solely waste foods to demonstrate how much edible food is thrown away.

**Tip 8:** Organise an on-site wholesaler that supplies packaging that meets your serveware standards in terms of being recycled/recyclable, compostable/biodegradable or otherwise sustainable.

- At Latitude, SFWF - the on-site wholesaler - and Pronto Packaging ensure suitable packaging is supplied on-site. All food stalls must serve food in compostable packaging.
- Sunrise Festival has a wholesaler on-site that supplies traders with Sunrise-certified compostable disposables and compostable bags.
- London Green Fair is looking at getting a sponsor for branded corn-starch catering containers and cutlery, with festival information on them, which traders would have to buy from the festival organisers at cost price.



## Poco Loco

The Poco Loco and Poco Morocco food stalls, run by chef and food-waste pioneer Thomas Hunt and appearing at various festivals, have the ambitious aim of producing zero waste. At present they produce about an ice-cream tub of rubbish a day, use local suppliers to each event so that more food can be ordered if the festival is busy, avoiding the need to over-order, and if there is any surplus at the end of the festival, sauces are made out of fresh vegetables and meat is frozen for the next event.





*"Having waste advisors next to bins dramatically reduces the huge cost of the post festival clean-up. It works out cheaper to pay advisers beforehand than to deal with the consequences of not having them."*

Barney Crockford, Thames Festival, London



## Bin tips

To reduce the amount of rubbish going to landfill, an increasingly expensive and unsustainable option:

- Reduce the time and money required to separate festival rubbish after it has been thrown out by festival-goers, by delegating staff or volunteers to act as waste advisors at your recycling stations.
- Use different colour bins and apertures for different materials, and lockable lids. Locating recycling bins next to refuse bins can help reduce contamination.
- Have information on or near to the bins briefly describing the scheme and what is happening to the waste material, i.e. where it is being taken and what happens to it, as well as some information on the environmental benefits of collecting and processing it. Include this information on websites, brochures and tickets.

93% of festival goers would be willing to separate their waste into different bins.

## Post-festival Salvage Operations

Reduce overall waste (food, site infrastructure, and packaging) and make use of usable items left behind post festival. One festival estimated 25% of campsite waste headed to landfill was comprised of abandoned tents.

- Invite charities on-site to make use of the post-festival waste stream.
  - Leeds Festival has involved charities in post festival salvaging: [www.everythingispossible.eu](http://www.everythingispossible.eu). For example, Shipley and Baildon scout group salvaged camping gear at Leeds Festival in 2011, and the charity St. George's Crypt salvaged non-perishable food items.
- Hire an organisation to manage the clean-up for you. Festival Green has the capacity to manage the recycling and post-festival salvage at the largest festivals in the UK: [www.festivalgreen.org](http://www.festivalgreen.org)
  - Shambala was inspired by Fusion Festival in Germany to charge a £10 recycling deposit to all ticket buyers, having found that 70% of waste comes from campsites, and that this is the area of lowest recycling rates. When festival-goers return recycling they receive the £10 back in cash.

# Making sure your sustainability efforts are... sustainable!

Make sure that the time and effort you put into adopting a sustainable food policy has an impact and that it lasts.



## What organisers can do:

- Audit your traders on food and waste.
  - At Latitude, a waste audit is carried out to measure volumes recycled, composted and going to landfill.
  - Sunrise organises an audit concentrating on trader sustainability.
  - Shambala works with the supply chain that supports the festival, requiring contractors and traders to complete questionnaires and comply with a sustainability checklist in order to tender.
- Employ a team of individuals to circulate the festival and ensure that food vendors are sticking to the festivals food sustainability standards.
  - At Waveform, organisers have established a team of 'eco-rangers' - individuals who circulate around the site talking to traders and making sure they are sticking to their promises.
- Award traders that are meeting or exceeding your festival's sustainability targets.
  - For several years, Glastonbury has run the Green Trader Awards, presented by Glastonbury, Greenpeace, The Soil Association, The Fairtrade Foundation and Nationwide Caterers Association (NCASS), to the traders who do the most to help make the festival greener, fairer and more sustainable.
- Offer discounted pitch fees for the following year to vendors meeting or exceeding sustainability targets.
  - Traders working with Shambala are assessed every year. The very best gets the Green Trader Award and 50% off the following year's pitch fee.
- Provide traders who are sourcing sustainable foods with a certificate, displayed for all festival-goers to see.





## How can festival organisers identify a sustainable trader?

Most traders who incorporate sustainable food principles into their dishes will sell themselves on this basis and are more likely to have a history of trading at festivals where sustainability is a fundamental part of the festival agenda. But there are a few other ways to find out.

1. Give yourself plenty of time to find out about the ethical credentials of your existing caterers, or businesses new to you that are applying for a stall. Issue a checklist such as the template at the back of this guide (adapted to your own needs) to vet your caterers in advance.
2. Highlight to your caterers, or those applying for concessions, any food issues that you are particularly interested in addressing that year (e.g. food waste, Fairtrade, British meat, sustainable fish). Ask them to tell you how they will make special efforts on this theme, and how they can help you to communicate this to festival-goers, suppliers and the media.
3. Ask the trader for references, awards, public pledges, independent reviews, press articles, work with charities or conservation groups, or other evidence of their commitment to food ethics and sustainability. This will also help to raise the status of award schemes run by other festivals, creating a supportive culture of recognition for festival organisers' and stallholders' good work on sustainability.
4. Check to see if caterers have been rated by the Sustainable Restaurant Association.



The Sustainable Restaurant Association has started rating mobile caterers. 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 who have successfully achieved Sustainability Champion status include *Squid and Pear* and *Ethical Chef*.

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

5. Check to see if traders have completed the sustainability training course designed specifically for mobile caterers created by The Nationwide Caterers Association (NCASS). In response to requests from several large festivals for a minimum standard for stalls they are booking, the Nationwide Caterers Association (NCASS) and Sustainable Restaurant Association have created a City & Guilds accredited training course in sustainability for mobile caterers. The course covers sustainable sourcing, social responsibility and environmental practices. Participating businesses gain a nationally recognised City & Guilds accreditation for mobile caterer staff and management, valid for three years.

[www.ncass.org.uk](http://www.ncass.org.uk)



**NCASS**  
NATIONWIDE  
CATERERS  
ASSOCIATION



# Communications

## Get the word out about the good food and drink initiatives happening at your event!

Consumers are asking more questions than ever before about what they are eating - from the calorie and nutritional content, through to provenance and ethics of ingredients - and having food at your festival or event that meets their expectations can be an important selling point.

So if you're doing great things, make sure you tell your festival-goers about them.

### Communication tips:

- Use the festival website and programme to communicate the achievements of stallholders who are going the extra mile to provide local and sustainable food and drink.
- Encourage your traders to use blackboards and other signage to explain to festival-goers where their ingredients come from and why their ethical credentials are important.
- Explore making links with a local food writer or blogger, and ask them to come and report on the good food stories from your event. In 2011, Rachel Wallace, who writes about green issues, reported on green, ethical, local, organic and Fairtrade initiatives at Glastonbury: [www.glastonburyfestivals.co.uk/news/green-blog-2011](http://www.glastonburyfestivals.co.uk/news/green-blog-2011).
- Award your traders when they meet or exceed your sustainability standards. Make the awards system more accessible by having a 'most improved' award to motivate traders to make changes, as, for example, Shambala does.
- Consider producing a guide to the green stalls at your event. Glastonbury has produced a 'climate-friendly' organic food guide, which included outlets serving local and organic food and drink.
- Get recognised by *A Greener Festival*, with its comprehensive sustainability award scheme (see back page of this Guide).



### Julie's Bicycle

Julie's Bicycle is a not-for-profit organisation that works with organisations across the music, arts and creative industries to improve their environmental sustainability. It provides a number of resources and services for festivals including the IG tools, free online carbon calculators that can help festivals understand the carbon emissions that result from their waste, energy, water and travel (<http://www.juliesbicycle.com/resources/ig-tools>). Julie's Bicycle also offers a certification programme 'Industry Green' ([www.juliesbicycle.com/industry-green](http://www.juliesbicycle.com/industry-green)), which audits a festival's environmental performance, covering energy, waste, water and travel, and gives an IG certification of one to three stars to show staff, suppliers, artists and audiences that the event is committed to going green. The organisation also runs a number of industry-facing campaigns, such as Powerful Thinking, which focuses on boosting the market for renewable power provision to festivals - an issue which festival traders can have a significant impact on.

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

**JULIE'S BICYCLE** \*\*\*  
SUSTAINING CREATIVITY

### Sustainable Event Management: A Practical Guide



This book, written by green event guru and Director of Green Shoot Pacific Meegan Jones, is a guide to producing festivals, concerts, conferences and all sort of events sustainably, which highlights tried-and-tested methods used across the event industry. The website below has details on the book and where to buy it, and lots of useful resources. Meegan is also President of the Sustainable Event Alliance, an industry association for events organisers working on sustainable event management. [www.greeneventbook.com](http://www.greeneventbook.com)  
[www.sustainable-event-alliance.org](http://www.sustainable-event-alliance.org)



# Appendix 1

## Food Sustainability Checklist for Traders

<b>1. Meat, poultry, dairy and eggs</b>			
We are keen to support British farmers working to higher animal welfare and environmental standards. Please tell us below how you will help us meet this aim.			
Food type	What we're looking for	What you plan to serve at our event	Any further steps you are taking in this area
Chicken and other poultry	British free range and/or RSPCA Freedom Food and/or certified organic Minimum: British Red Tractor		
Eggs	British free range and/or RSPCA Freedom Food and/or certified organic Minimum: British, cage free		
Pork and pork products	British free range/outdoor reared and/or RSPCA Freedom Food and/or certified organic Minimum: British Red Tractor		
Beef	British, from animals that have access to pasture (grass-fed), organic where possible Minimum: British Red Tractor		
Lamb & mutton	British, from animals that have access to pasture (grass-fed), certified organic where possible Minimum: British Red Tractor		
Dairy products	British, certified organic dairy products (exceptions made for speciality products) Minimum: British, certified organic milk; other dairy products made from British milk		
Please tell us below about any other meat you use, or anything else you are doing to support British farmers working to higher animal welfare and environmental standards.			

<b>2. Fish &amp; seafood</b>			
We are keen to serve only verifiably sustainable fish and other seafood. Please tell us below how you will help us meet this aim.			
Food type	What we're looking for	What you plan to serve at our event	Any further steps you are taking in this area
Fish & seafood	Only fish on Marine Conservation Society's 'fish to eat' list <a href="http://www.fishonline.org/fish-advice/eat">www.fishonline.org/fish-advice/eat</a> - which includes Marine Stewardship Council (MSC) certified fish ( <a href="http://www.msc.org">www.msc.org</a> ) Minimum: Exclude all species on the Marine Conservation Society's 'fish to avoid' list. <a href="http://www.fishonline.org/fish-advice/avoid">www.fishonline.org/fish-advice/avoid</a>		
Sign the Sustainable Fish City pledge ( <a href="http://www.sustainablefishcity.net">www.sustainablefishcity.net</a> ): Yes <input type="checkbox"/> No <input type="checkbox"/>			
Please tell us below about anything else you are doing to ensure that the fish and seafood you serve is sustainable.			

<b>3. Fruit &amp; vegetables</b>			
We are keen to serve fresh, seasonal and local food that has been produced in an environmentally friendly way. Please tell us below how you will help us meet this aim.			
Food type	What we're looking for	What you plan to serve at our event	Any further steps you are taking in this area
Fruit & vegetables*	British, seasonal, organic or LEAF-Marque produce Minimum: British, seasonal fruit and veg always used in preference to out-of-season produce.		
Please tell us below about anything else you are doing to serve local, seasonal and/or environmentally friendly fruit and veg (such as LEAF-Marque certified or organic).			
*Note: we would like tropical fruit (for example, bananas that cannot be grown in the UK) to be Fairtrade certified – see section 4 below.			

<b>4. Other products</b>			
We are keen to support artisan producers of traditional and speciality products. We are also keen to support farmers in developing countries with fair prices for the food they produce. Please tell us below how you will help us meet this aim. Please include information on products served direct (e.g. sugar for tea and coffee) as well as ingredients in the food you make or serve (e.g. sugar in cakes).			
Food type	What we're looking for	What you plan to serve at our event	Any further steps you are taking in this area
Bread	Products with The Real Bread Loaf Mark (or at least matching the Real Bread Campaign's basic definition), baked by a small independent bakery as local to the venue as possible: <a href="http://www.realbreadcampaign.org">www.realbreadcampaign.org</a>		
Baked products	Flour used for baked products, e.g. bread, cakes, pastry, milled from locally (or at least UK) grown grain, preferably by a local, independent mill: <a href="http://www.tcmg.org.uk">www.tcmg.org.uk</a>		
Beer, cider and perry	Products meeting the Campaign for Real Ale's definitions: <a href="http://www.camra.org.uk/aboutale">www.camra.org.uk/aboutale</a> <a href="http://www.camra.org.uk/cider">www.camra.org.uk/cider</a>		
Coffee	Fairtrade certified		
Tea	Fairtrade certified		
Sugar	Fairtrade certified		
Chocolate & cocoa	Fairtrade certified		
Bananas / other tropical fruit	Fairtrade certified		
Please tell us below about other ethically traded products you serve or use, or other products from artisan or speciality producers.			



<b>5. Disposables*</b>			
We want waste to be minimised as far as possible, to make food waste management easier, and to avoid getting plastics mixed up with food waste. Please tell us below how you will help us meet this aim.			
<b>Product type</b>	<b>What we're looking for</b>	<b>What you plan to serve at our event</b>	<b>Any further steps you are taking in this area</b>
Plates	Compostable Minimum: Biodegradable		
Containers	Compostable Minimum: Biodegradable		
Cups	Compostable Minimum: Biodegradable		
Cutlery	Compostable Minimum: Biodegradable		
<b>Please tell us below about any other measures you take to reduce waste or conserve resources.</b>			
<i>*Note to organisers: If the festival operates a waste reduction scheme, e.g. 'bring your own', 'refillable bottle' or 'container deposit', or specifies or bans certain types of materials, this section may have to be adapted to suit your needs.</i>			

# Appendix 2

## Useful contacts

### Food

#### **The Fairtrade Foundation**

The Fairtrade Foundation is an independent non-profit organisation that licenses use of the FAIRTRADE Mark on products in the UK in accordance with internationally-agreed Fairtrade standards.  
[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

#### **LEAF**

LEAF stands for Linking Farming and the Environment. The LEAF Marque is a food label used to indicate produce has been grown by farmers who take extra care to protect the environment.  
[www.leafuk.org](http://www.leafuk.org)

#### **RSPCA Freedom Food**

Freedom Food is the RSPCA's farm assurance and food labelling scheme. It is the only UK farm assurance scheme to focus solely on improving the welfare of farm animals reared for food.  
[www.rspca.org.uk/freedomfood](http://www.rspca.org.uk/freedomfood)

#### **Red Tractor**

The Red Tractor quality mark is a product certification program comprising a number of farm assurance schemes for food products, animal feed and fertiliser, assuring food quality and food safety.  
[www.redtractor.org.uk](http://www.redtractor.org.uk)

#### **The Soil Association**

UK-based membership charity campaigning for healthy, humane and sustainable food, farming and land use. Runs the UK's leading certification scheme for organic produce.  
[www.soilassociation.org](http://www.soilassociation.org)

### **Sustain**

The alliance for better food and farming, which advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture. Sustain runs several projects and campaigns, including:

- Ethical Eats ([www.ethicaleats.org](http://www.ethicaleats.org)), which helps caterers in and around London to improve the sustainability of their food
  - Food Legacy ([www.foodlegacy.org](http://www.foodlegacy.org)), which promotes healthy and sustainable catering nationally, inspired by the London 2012 Food Vision
  - Sustainable Fish City ([www.sustainablefishcity.net](http://www.sustainablefishcity.net)), which helps caterers – large and small – to adopt fully sustainable fish policies
- [www.sustainweb.org](http://www.sustainweb.org)

### **Alcoholic drinks**

#### **The Campaign for Real Ale (CAMRA)**

CAMRA runs a LocAle accreditation scheme for pubs which sell locally-sourced beer and similar principles apply with festivals. Find your local CAMRA branch and get practical advice on running a festival that serves real ale (including sourcing, storage and cooling for the beer), and for recommendations on which local breweries would be best placed to supply beer  
[www.camra.org.uk/locale](http://www.camra.org.uk/locale)  
[www.camra.org.uk/branches](http://www.camra.org.uk/branches)

### **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)



## Catering and Restaurant

### **Nationwide Caterers Association (NCASS)**

NCASS provides services to start-ups and catering companies helping with legal compliance, finding work and providing tools for starting and running a successful catering business.  
[www.ncass.org.uk](http://www.ncass.org.uk)

### **Sustainable Restaurant Association**

The Sustainable Restaurant Association is a not for profit membership organization. They work towards helping restaurants become more sustainable and diners make more informed and sustainable decisions when eating out. They can help with sustainable food sourcing, managing resources more efficiently and working locally  
[www.thesra.org](http://www.thesra.org)

## Water

### **Give me tap**

Give me tap aims to make water easily accessible while ending the unnecessary use of plastic-bottled water. Profits from their reusable stainless steel bottle help to fund independent water projects in Africa.  
[www.givemetap.org](http://www.givemetap.org)

### **Tapwater.org**

Tapwater.org is a not-for-profit organisation promoting the drinking of tap water in the UK. They aim to reduce the use of expensive and environmentally damaging bottled waters, by making it easy and convenient for you to access free tap water wherever you are through promotion of refilling stations, with a bold aim of one every 400 metres in urban areas.  
[www.tapwater.org](http://www.tapwater.org)

## 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)

## Healthy eating

### **Healthier Catering Commitment**

Practical and low-cost advice on healthier catering is set out in the Healthier Catering Commitment, promoted by the Chartered Institute of Environmental Health. The advice and standards are freely available to download at:  
[www.cieh.org/healthier-catering-commitment.html](http://www.cieh.org/healthier-catering-commitment.html).

### **Healthy Food Guidelines**

Advice on cooking and serving healthier food is also provided in chapter 7 of Sustain's Sustainable Food Guidelines, downloadable at: [www.sustainweb.org/pdf/SFG\\_Catering.pdf](http://www.sustainweb.org/pdf/SFG_Catering.pdf).

## 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)



# Appendix 3

## 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: .....

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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)

**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)

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



**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.

Contact: Kelly Parsons, Ethical Eats project officer  
Sustain: the alliance for better food and farming  
94 White Lion Street, London N1 9PF  
tel: 020 7837 1228; email: [Kelly@sustainweb.org](mailto:Kelly@sustainweb.org)

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



**A GREENER FESTIVAL** is a not-for-profit company, established in 2006, committed to helping music and arts events and festivals around the world adopt environmentally efficient practices. AGF provides information, education resources, training, and facilitates the exchange of good ideas. AGF's website provides free information about how environmentally efficient methods are currently being employed at music and arts festivals, and how negative impact of festivals on the environment can be limited and reduced. AGF created the leading international green event award "A Greener Festival Award" in 2007, which assesses and accredits festivals on their environmental performance. The award assesses the management, waste, water, power, land and noise impact of events and the practical measures taken to minimise any adverse effects. Recognised as "The international standard for environmentally efficient music festivals" the Green Festival Awards operate in 5 continents managed by local volunteers, and now assesses over 50 festivals globally each year. AGF initiatives include the "Great Big Green Ideas" audience competition organised with The Big Issue, "Festival Wood", a reforestation project managed by Trees for Life in Scotland, ongoing audience research with Bucks New University, a discount insurance scheme for green events provided by Robertson Taylor insurance brokers, support for the 'Love Your Tent' campaign to reduce left behind tents and the annual Green Events & Innovations conference organised by A Greener Festival in London.

Contact: [hello@agreenerfestival.com](mailto:hello@agreenerfestival.com)  
[www.agreenerfestival.com](http://www.agreenerfestival.com)

