

### FISH FIGHTS

Cod stocks recovering but not OK to eat

### ALASTAIR STOREY

"As long as I'm healthy, why give up?"

### COSTLY WASTE

New waste reports provide food for thought

### 10 GREEN BOTTLES

Why Adnams carbon-footprinted its beers

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## CONTENTS

### News

- 4 Analysis: The fish fight continues as cod stock recovers
- 5 Analysis: Which celebrity chefs promote sustainable seafood?
- 7 Review: Some of the more innovative ways to improve health
- 8 Waste Watch: DEFRA to step back from policy work on waste
- 9 Analysis: Why public-sector caterers are getting a raw deal on waste

### Comment

- 10 Q&A: Compass explains why it's favouring a health-by-stealth approach
- 11 My viewpoint: With Coca-Cola Enterprises associate director of recycling

### Features

- 12 Profile: The man behind BaxterStorey
- 15 Health & Vitality: A pick-and-mix approach to sat fats might not work
- 16 Contract Catering: Good food doesn't have to be expensive
- 19 Pubs & Bars: Adnams has the bottle to carbon-footprint its beer
- 21 Report: FootprintChannel.TV attracts record numbers to waste broadcast
- 22 Supply Chain: The £2,800-per-tonne food waste scandal
- 24 Grocery: No inspiration to go green, and other consumer trends for 2014
- 25 Energy & Equipment: More climate change talks produce little action
- 26 Green Scene: Politicians show their true colours when it comes to green policy

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## COMMENT

# We're all watching our wastelines in 2014

David Burrows  
Editor-in-chief



AS THE HANGOVERS subside and the world begins refocusing on life in 2014, what will be on the (foggy) minds of those involved in sustainability?

Health for one (and not just your own, following the probable festive excesses). The Public Health Responsibility Deal enters its third year and many will be asking for signs of progress. This might not be easy: with businesses able to take a "pick'n'mix" approach in this kind of voluntary agreement, concrete improvements are hard to measure (page 15).

Similar criticisms have been levied at other soft-touch initiatives concerning waste. The Courtauld Commitment (for grocers) and its younger brother the Hospitality and Foodservice Agreement (HaFSA) both encourage rather than oblige businesses to waste less and recycle more.

DEFRA and WRAP say the model works (page 8), but a series of damning reports this year on food waste in particular suggest otherwise. Grocery chain: 4.3m tonnes of food waste. Hospitality and foodservice: 920,000 tonnes of food waste (page 22). The cost of this waste is the figure firms must appreciate, said WRAP's

Richard Swannell during November's FootprintChannel.TV broadcast. The "true cost" of food waste is £2,800 per tonne for those in the hotel, restaurant, pub or public catering business; it's the production, transport, storage, preparation and disposal that all must be factored in.

But will these figures be enough to spark action? Swannell believes so. Others on the expert panel suggested legislation can provide a welcome "kick up the bottom" (page 21). Scotland's businesses are about to get one in January with new waste laws; laws that many want to see replicated to the south (page 9).

From 70 signatories and supporters this time last year, HaFSA now has 170. Good progress, but it's still only a quarter of the sectors by turnover. More will need to stand up and have their waste counted if the agreement is going to work. Likewise for the health deal.

The coalition wants a light-touch approach to regulation, but with an election next year and health, waste and energy all front-page news, policies and mindsets can change. Perhaps the voluntary model will end up on the crapheap with the green energy levies?

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### 8/10 Wellbeing

#### Definition

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# Hanging in the balance

Cod's comeback means conservationists face another battle to persuade the fishing industry not to take the fish off consumer blacklists just yet. By **David Burrows.**



**T**HE GOOD news is that North Sea cod stocks are staging a recovery. Strict quotas, fewer discards and selective fishing gear have helped, as have the huge public-facing campaigns like Hugh Fearnley-Whittingstall's Fish Fight to promote sustainable fish. Celebrity chefs have also pushed the public to use different fish and dramatically improved the use of sustainable varieties in their books (see right).

The bad news is that stocks for cod are "recovering" rather than "recovered". This has led to a difference in opinion regarding catch limits and consumption between environmentalists and fishermen.

The latest data from ICES - the International Council for Exploration of the Sea - is that North Sea cod are only slightly above what are considered to be safe levels. This led the Marine Conservation Society (MCS) to keep the species as a "fish to avoid" when it published its latest update to the Good Fish Guide in November.

The MCS fisheries officer, Bernadette Clarke, said the hard work of fishers and managers have placed cod in the North Sea "on the road to recovery". She highlighted programmes such as the Conservation

Credits Scheme - which rewards fishermen for adopting conservation measures with additional days at sea - that will "hopefully see the fishery continue to recover in the coming years". However, despite the turnaround in stock levels, the advice remained the same for the time being, said Clarke: consumers should "seek alternatives to North Sea cod. There are more sustainable cod fisheries that we currently rate as Fish to Eat."

The news didn't go down too well with Seafish, the fishing industry body, which said the fish shouldn't be blacklisted any longer. Its technical director, Tom Pickerell, said: "The facts are that North Sea cod stocks have been steadily recovering for a number of years now. Fishing pressure on the stock has been decreasing since the late 1990s and is now considered by ICES to be at an appropriate level."

Contrary to the MCS's advice, Seafish is "encouraging consumers to buy cod". Pickerell added: "In essence, the MCS's advice for consumers to commercially turn their back on this species is misguided, particularly at a time when the outlook of its future as a fishery is encouraging and positive."

Cod remains one of the top five seafood favourites among Brits. With stocks having been battered so dramatically as a result, others have argued that a safety-first policy is needed. As the *Times* highlighted in a lead editorial on the subject: the stock levels are "on a steep rising trend" but remain at a quarter of the population peaks in the 1970s and are at a stage where there remains "a risk of population collapse".

The paper notes that this "need not inconvenience consumers", whom the MCS advises simply to look out for cod from Iceland, the eastern Baltic or the north-east Atlantic rather than the North Sea. Haddock from Iceland, herring from the Irish Sea (using pelagic trawling) and coley offer sustainable alternatives.

The leader concludes: "In the meantime, North Sea cod's spawning stock biomass should continue to rise towards the 150,000 tonne benchmark [from the current 75,000 tonnes]. At this point the fishing industry that so nearly killed the species off can rightly demand a reassessment from the conservationists who helped to save it, but not before."

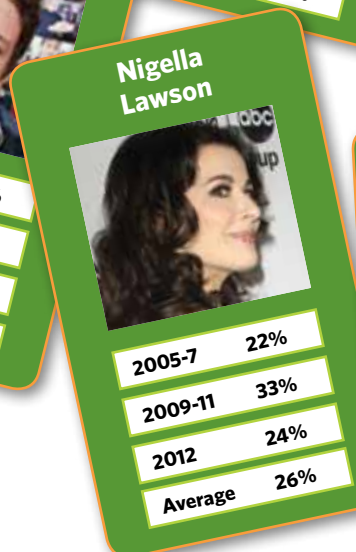
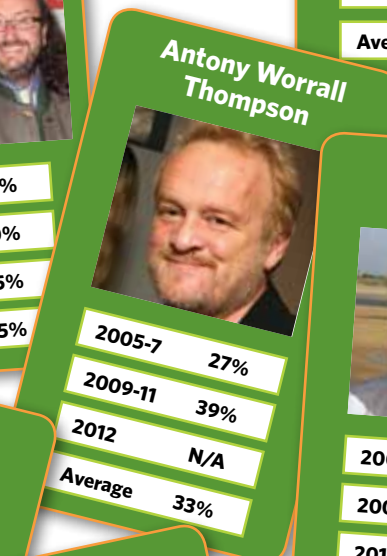
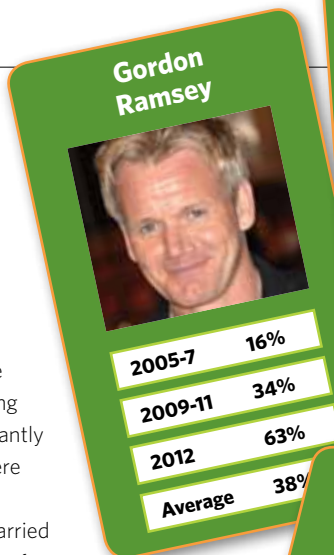
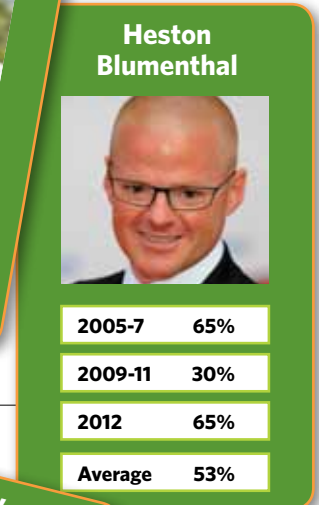
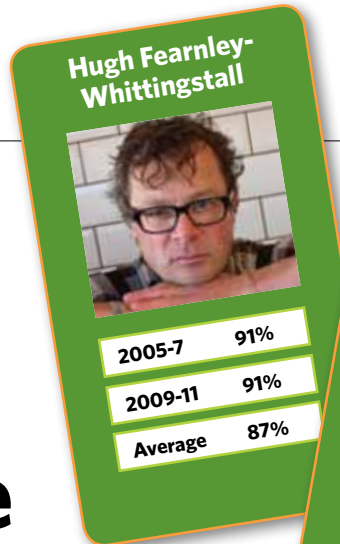
# Who's top when it comes to sustainable fish?

**C**HEFS HAVE huge influence over what people cook at home – not least through their books. Research at the University of York has shown that some of the top names are promoting sustainable fish significantly more now than they were five years ago.

Polly Bowman, who carried out the research as part of her MSc degree in marine environmental management, said: "Celebrity chefs are a major part of British media culture and are able to amass formidable book sales. Sales of endorsed products often increase following the release of their books. A chef's ethical leanings may therefore influence the behaviour of consumers."

Look what happened to frozen food after Delia Smith's "How to Cheat at Cooking". Smith actually props up the university's table, with a score of 20%, compared with Hugh Fearnley-Whittingstall's 87% average.

The results were created using data from the Marine Conservation Society's Fishonline website to score the sustainability of the average gram of seafood in each book. This was combined with a grading of the introduction, recipes and alternative suggested species in each book to produce an overall sustainability score.



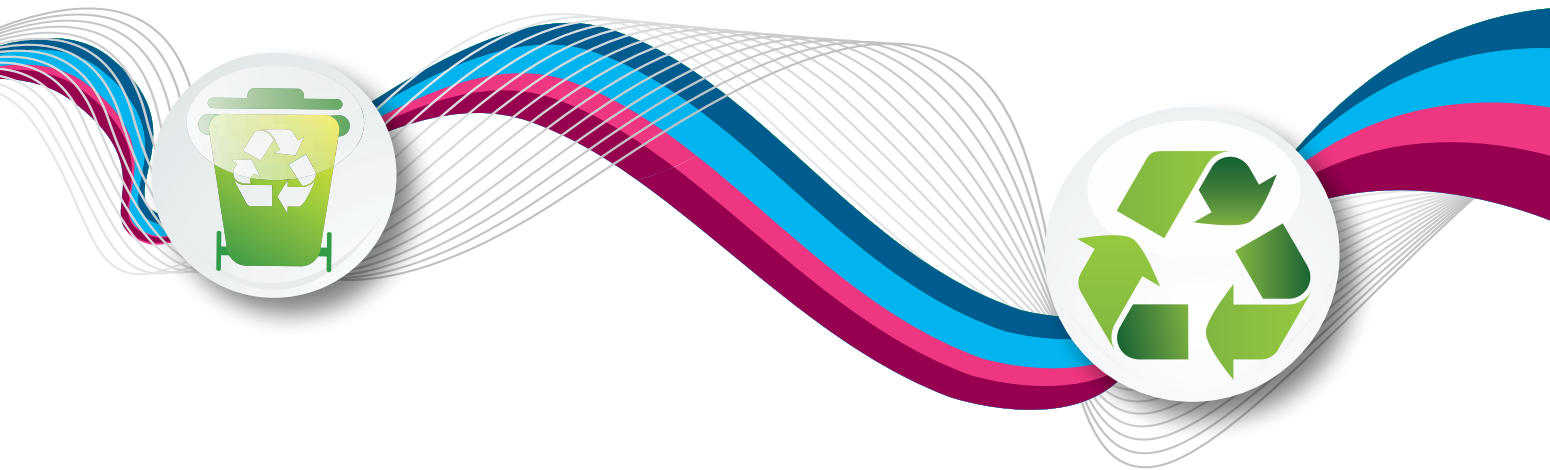
# What costs more to fill than it does to empty?

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## Big fat bribes

**T**HERE'S LITTLE doubt the London Games left the country with a healthy glow. But has it made us healthier? There was plenty of watching sport, fuelled by various deals from the usual (sugar, salt and fat-laden) brands, but has it left us all craving the endorphin high that follows a run in the park, a swim at the local pool or a game of tennis?

Probably not.

So it's interesting to see Russia's approach to embedding "Olympic values" among its citizens. As hosts of next year's Winter Games, the country wants to "get everyone involved in a sporting lifestyle". How? By bribing them.

In Moscow's Vystavochnaya station a new ticket machine has appeared. This is no ordinary ticket machine because the tickets it issues are free. Yes, free. All commuters have to do is 30 squats (there are sensors to ensure you aren't slacking; this is Russia, not Roehampton, after all).

In fact, a country-wide circuit session is being created to help Russians get fit: handles on buses are being replaced by exercise bands, while special bikes are being rolled out that, when ridden, generate energy for mobile phones.

The idea of rewarding people is nothing new. In 2005, Glasgow city council ran a scheme in which kids gained points on a healthy eating swipe card by choosing healthy food rather than the local chippy at lunchtime. It gained a fair bit of traction, but perhaps because of the (widely criticised) prizes on offer: those opiates of inactivity, Xboxes and iPods.

But topping the list for big, fat healthy eating bribes has got to be Dubai. During this year's Ramadan – the month of fasting –

authorities offered gold in return for weight loss to encourage healthy living (and greed, albeit the monetary rather than sugary type). For each kilogram lost, participants (dubbed "golden losers") received a gram of gold, worth about £30. In November, the campaign announced the final figures showing it had forked out £474,000 to those who, er, put their forks down. The prize next year will be "bigger than gold", said organisers, because "this is Dubai".

At least the UK has Change4Life.

## Who said that?



**"I want the Treasury in a Conservative government ... to put in place the economic instruments to reduce emissions and meet our ambitious green goals. I want a Conservative Treasury to be in the lead of developing the low-carbon economy and financing a green recovery."**

These are from a series of pre-election 2010 speeches that the government tried to bury, but Greenpeace recently published. This is George Osborne, who seems to have changed his mind since entering No 11.

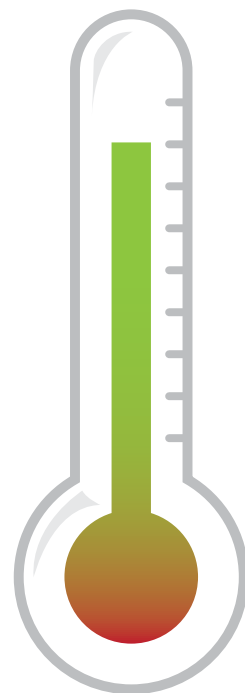
## From the web

### GREENER

- Meat free – one in four Brits are eating less meat than a year ago, with people particularly wary of cheaper meats, said the Eating Better alliance.
- Big target – Nestle has announced that it will achieve zero waste in all 150 of its European factories by 2020.
- Healthy interest – record entries for this year's Health & Vitality Honours.

### GROSSER

- Bulk buying – the government is spending more on nutritional supplements for patients than food, according to campaigners.
- Waste and trust – the top food and drink trends next year will be consumers' concerns about waste and trust, according to market insights company Innova.
- No interest – almost a third (29%) of foodservice and hospitality businesses don't ever measure their food waste (page 21).



**NUMBER CRUNCHER**

**67%**

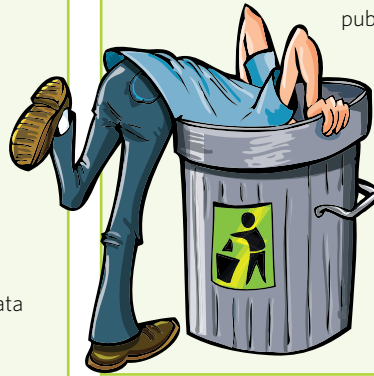
The number of NHS staff that would be unhappy to eat the food that they serve to patients, according to research carried out by campaign group Sustain.

# Waste Watch



GOOD TO SEE foodservice represented in the House of Lords recently as part of an inquiry on food waste prevention by the select committee on the European Union (agriculture, fisheries, environment and energy subcommittee). The committee is looking at EU proposals for a target for 50% reduction in food waste and quizzed Paul Bracegirdle (environmental manager) and Claire Atkins Morris (head of waste management) at Sodexo. Sodexo seems to be in favour of the EU's target, though it depends on the detail. A voluntary approach would also be welcome. "We don't support binding targets [due to] data uncertainty," said Bracegirdle. Regarding the foodservice sector's performance on cutting waste, he said the Hospitality and Foodservice Agreement had created "lots of engagement" at the moment and "we underestimate how much good work is done". Perhaps this is down to a lack of communication. Lord Renton, for instance, admitted that he'd "never heard of the company before". It's a strange world when the 20th largest employer on the planet isn't a household name.

FOR BUSINESSES in Northern Ireland looking to cut their waste, RiverRidge Recycling is offering free waste audits. Its customers are enjoying a "38% reduction in their waste management costs" on average. Other waste companies have made similar commitments – or at least public-facing claims – that their role is no longer just



to take waste away, it's to help clients reduce their waste and their bills. Speaking during the FootprintChannel.TV event (see page 21), Giles Whiteley, the managing director of SWR Waste Management, said the days when companies picked up waste in a big truck and stuck it in a hole in the ground are gone. However, a lot of food waste is still ending up in those holes. Whiteley encouraged food businesses to look for the right waste partner.

AND FINALLY, for those who have had enough of waste in 2013, don't read the Innova Market Insights report on the food and drink trends for next year. Waste tops the list. It reads: "Food loss during production and food waste at the retailer and consumer end of the food-supply chain will be heavily scrutinised. Ingredients derived from the waste stream will also hold enormous potential." Best keep an eye on things here at WW then.

## The Political Print



DEFRA HAS announced that it will be "stepping back" from its policy work across the waste portfolio. In an open letter to the sector, the new waste minister, Dan Rogerson, wrote: "From April 2014 we will be stepping back in areas where businesses are better placed to act and there is no clear

market failure. DEFRA will therefore not have the capacity to take forward new policy work in areas such as commercial and industrial waste and construction and demolition waste, as well as proactive energy from waste policy development." Current programmes of work on anaerobic digestion and food waste are also nearing completion, he suggested, so "the responsibility for taking work forward will largely rest with the industries concerned". It isn't without irony that this letter is not only his first contact with the waste and resources sector, but it also came in a period when food waste has hit the headlines. It seems short-sighted for the government to take a back seat in light of new figures showing that the grocery chain, hospitality and foodservice and households are

responsible for 4.3m, 0.9m and 4.2m tonnes of food waste respectively. The issue has of late grabbed the attention of consumers and businesses but not Rogerson or DEFRA, it seems. With an election less than two years away, the priorities will be focused on vote-winners. Curbing the staggering levels of food waste in the UK could surely be one of them (apart from among those who read the *Daily Mail*). More worrying still is that Rogerson's department will be taking forward a "limited programme of work on waste prevention". This is where the greatest benefits – commercially and environmentally – can be achieved. Recycling, after all, is third in the waste hierarchy to reduction and reuse. Unfortunately it seems that DEFRA is applying this to its own waste policy.



# Bin barrier to waste recycling

Some companies are getting a raw deal from collection contracts which offer little incentive to prevent food from ending up in landfill.

THE PROFIT sector is getting a much better deal on its waste contracts than the cost sector, according to an extensive new report by the food waste recycler ReFood and the entrepreneurial charity BioRegional. This is because of the general waste collection model that operates on a “one-price-fits-all” policy – in other words companies pay per bin rather than by weight.

“Companies that have heavier bins are subsidised by ones that have lighter bins,” explains Dean Pearce, ReFood’s regional commercial manager. “Waste collectors are then able to make a profit by having a mix of light and heavy bins.”

This model has a number of flaws, not least with some companies getting a raw deal while others get a brilliant one, as the graphic on the right illustrates. Pearce says: “The subsidised cost of mixed waste within a general waste collection, together with the comparable weight of food waste, leaves little incentive to separate and recycle the waste once it has been mixed. It is then harder to determine how much food waste is being produced and therefore it becomes difficult to reduce it.”

This also raises question marks over the landfill tax, which was originally introduced to encourage recycling by making disposal to landfill more expensive than recycling. But



Source: ReFood and BioRegional – Vision 2020: UK Roadmap to Zero Food Waste to Landfill

if heavy bins can be collected for less than the cost of landfill tax, the economic benefit of recycling is lost.

So what needs to change?

Waste policy for a start. The report – “Vision 2020: UK Roadmap to Zero Food Waste to Landfill” – highlights that food waste is being collected, but as part of general waste rather than separately. ReFood therefore wants a clear timetable for the banning of food waste from landfill and compulsory separate collections of food waste from businesses (as is the case in Scotland from this month) and homes.

Philip Simpson is the company’s

commercial director. He says if Defra committed to this it would “be like winning the lottery”, adding: “We have that [clear commitment] in Scotland and it’s put us in a totally different market position up there. We’re tired of being stonewalled by Defra”.

The chance of such a dramatic policy shift is slim – Defra recently announced that it will be stepping back its policy work on waste this year. It may be left to businesses, says Pearce: “The catering and hospitality sector needs to work with waste companies and local authorities to find ways to universally adopt separate food waste collections and stop the rot.”

# Compass points to healthier future



With three million mouths to feed across 10,000 locations, the company has had to rethink its food programme to improve meals, as head of nutrition **Nicky Martin** explains.

**David Burrows (DB):** Health and wellbeing is firmly on the political, social and corporate agenda. What does that mean for a company serving 1m meals a day?

**Nicky Martin (NM):** Market insight and consumer and client surveys are increasingly telling us that health and wellbeing is a core focus. Unlike a high-street quick service restaurant, we do not have standard offers across many of our sites. Our clients remain under increasing pressure to offer healthier choices and reduce the impact that health-related illness has on their organisations. In line with this, we developed a fresh way of thinking in our approach to health and wellbeing and launched our Know Your Food programme, providing us with a central platform to inform a vast audience about the importance of maintaining a healthy, balanced diet.

**DB:** How does it work?

**NM:** This approach begins with our customers, utilising our market insight to provide a range of nutritionally balanced menu options that meet their needs. We then ensure our suppliers are engaged so they can help us deliver on these requirements. Our products are then thoroughly analysed to ensure the highest nutritional quality is available. These

products are then used to create our recipes all of which are nutritionally analysed before being served to customers. We use these recipes for seasonally planned menus within our menu planning system called The Source. It is at this stage of the sequence that the GDA labels are generated and displayed in our sites.

**DB:** What is the biggest challenge for multi-site, diverse customer caterers when it comes to improving the nutritional quality of the food they provide?

**NM:** The sheer size and scale of our organisation makes introducing a business-wide health and wellbeing programme challenging. One of our biggest challenges was ensuring compliance with recipes without compromising on the creativity of our chef teams. The solution to this was The Source, our online recipe bank which holds thousands of recipes from across our sectors all of which are accompanied by nutritional labelling and created by our chef and NPD [new product development] teams.

**DB:** What are some of the tactics you are using to make meals healthier without compromising on taste?

**NM:** Health by stealth is an approach that

we have taken when it comes to ensuring that the food we provide to our customers is of the highest nutritional value. We have analysed over 17,000 products, removed all artificial trans fats from our food, removed eight tonnes of salt from our supply chain through redesigning our salt sachets, increased the uptake of fruit and vegetables across the business and switched from butter to Flora Buttery in a range of dishes, resulting in a 70% reduction in saturated fat across our recipes.

**DB:** How have customers responded to changes in recipes or products?

**NM:** The initial signs are very encouraging. We've seen a 4% reduction in higher-salt dishes bought, a 6% reduction in higher-fat dishes purchased and an increase of 5% in the uptake of dishes that are categorised as low fat, low salt and low sugar.

**DB:** What do you think will be the key trend in 2014 in terms of health and nutrition?

**NM:** Reformulation of products and recipes. The introduction of the new EU labelling regulations is likely to push the industry to offer more information to its customers, including nutritional and allergen information. For us, health and wellbeing is not a fad, it's simply how we do business.

# My viewpoint

Understanding better the motivations behind consumer recycling behaviour and how to encourage positive change will push recycling rates up – both in and out of home, says **Nick Brown**.

“ **ALTHOUGH THE UK** may be one of the most rapidly improving European countries when it comes to household recycling rates, there remains a real need for continued growth and transformation in our recycling processes in order to meet the demand for recycled materials.

Coca-Cola Enterprises sells over 4 billion drinks in Great Britain every year and nearly half of our carbon footprint is a result of our packaging, meaning it is absolutely vital that we continue to find new ways of encouraging consumers to recycle more frequently rather than discard their used packs. While we have made significant investments in recycling infrastructure and in product innovation through developments such as PlantBottle, there are always new avenues that we, and the wider industry, can explore.

Even with first-class recycling facilities in place, the reliance is still largely on the physical process of empty products being placed correctly into recycling bins. The industry must continue to work hard to engage and bolster support from the people who can make a real difference – the consumers.

We are working on a six-month research partnership with Exeter University which analyses 20 families across the UK and France, examining in depth how their recycling is managed within the home. However, from the insights we have already, we know there is a clear “value-action gap”, where people claim they want to recycle, and believe they do so, but in reality this intention is not always translated into action.

For example, to ensure the journey of a plastic bottle remains a circular one, whereby used materials are given a new life as recycled products, we need to encourage consumer behaviour change. By focusing on gaining more detailed ethnographic insights we can begin to better understand how and why people recycle, and equally the reasons why they don't.

As we found through our recent campaign with Tesco, Make



Recycling Count, a key route to closing this value-action gap is to make recycling and its benefits truly tangible for consumers. The project used two main tactics which have been proven to change behaviour – pledge-making and social norming, the latter being the integration of a new habit as an accepted standard of behaviour. Research shows that if people actively commit to a pledge, they are much more likely to follow through with their promised action and, if they stick to it for six to eight weeks, it's more likely that they will keep it up in the long run.

*By providing an incentive to recycle on the move, consumers were inspired to recycle both during the event and once they returned home.*

People are often open to positively changing behaviour, so providing information in a credible, relevant and engaging way can be key to success. Part of this is about knowing where you can make the biggest impact. We frequently run dedicated initiatives at summer music festivals which have revealed the successes that can occur when you make young people feel good about recycling.

Our Happiness Recycled campaign in the summer included interactive bins being used to engage with visitors through a variety of activities such as a basketball hoop challenge. By providing an incentive to recycle while on the move, consumers were inspired to recycle both during the event and once they returned home.

We have seen progress in leaps and bounds across the industry over the past 10 years but there is still a long way to go. Only by understanding better the motivations behind consumer recycling behaviour and how to encourage positive change where it is needed, will the industry as a whole begin see a marked change. ”

**Nick Brown is associate director of recycling at Coca-Cola Enterprises GB.**

# Driven to succeed

Formula 1 fan Alastair Storey's love of "intense competition" has helped fuel his company Westbury Street Holdings as it makes a success of sustainability, he tells **Jackie Mitchell**.

LONDON'S BRITISH Museum is buzzing with visitors eager to see the new Pompeii exhibition. The Benugo restaurant where I meet Alastair Storey is no exception – it's so busy, in fact, that the planned refurbishment won't take place until autumn. The branded outlet has had a record year, increasing turnover by 35% and opening new branches at locations including Waterloo station, Covent Garden and Luton airport. But it is just part of the success story that is Westbury Street Holdings (WSH).

WSH recently announced impressive results for 2012 showing a £60m increase in annual turnover – more than 14% up on 2011. BaxterStorey, the UK's largest independent business and industry caterer and WSH's biggest company, posted similarly impressive results: turnover grew by 9% in England and Wales, 17% in Ireland and 29% in Scotland. Other WSH companies include Caterlink, catering for state education including day nurseries, primary, secondary and colleges; Holroyd Howe for independent schools and colleges; and Portico, a reception management and guest services outsourcing company.

As a private company, WSH doesn't reveal profits. Storey, the company's chairman and CEO, only offers the following: "We keep them at a sensible level. We're not ambitious, as long as we have sufficient money to invest in training and development and some capital investment for growth."

Not ambitious? This from someone who was recently voted the most powerful and influential man in UK hospitality. However,

Storey says he has no plans to acquire anything at the moment. "But never say never," he adds. "We've doubled in size since 2008 when the financial crisis hit."

To what does he attribute this success during an economic downturn? "Each business focuses on different markets and looks at the real details of what will be successful. This is combined with enthusiasm and passion and that makes a big difference."

*It took 18 months for BaxterStorey to use only British bacon and a year to buy 100% Freedom Food eggs.*

As does a focus on sustainability. When he gave the Savoy lecture in March, he urged the industry to work together for a sustainable supply chain that commands a fair price for quality and traceability. Today, he slips easily into his green patter. "Our company's whole ethos is about sustainability," he says. "We believe we should buy as much produce locally in the UK as we can. We support artisans and encourage them to develop. We have a complicated [supply chain] in one sense as we have lots of suppliers, but the lines of communication are short."

In Ireland, the company procures Irish produce, while in Scotland it's Scottish and so on. "We are supportive of the local community," he adds, but admits it is difficult to define what "local" is.

"If the site is in London, you try to get fruit and vegetables within 70 to 80 miles,



but you [won't] be able to get bananas. You have to import stuff such as coffee and tropical fruit, but the less you can use food miles, the better. All our fresh meat is British. In many sites we say where the produce comes from – that's one of our big underlying principles."

Serving locally sourced food is clearly important to Storey and as he explains, it's not easy to do – it took 18 months for BaxterStorey to use only British bacon and a year to buy 100% Freedom Food eggs. "When we talk about sustainability, it's how we do things – one step at a time, gradually.



We're constantly looking at how we can ratchet up another notch. We have goals and we want to improve all the time."

Some environmental savings are out of his hands: 98% of catering equipment is provided by clients. If WSH purchased the equipment direct it would buy energy efficient equipment, he assures. "With a lot of clients, we work on energy reduction programmes. It's not just about buying the equipment - you have to have effective training to make sure the equipment is only switched on when it needs to be. Our philosophy is trying to be conservative with

what we use and not be excessive."

As a Formula 1 fan, he likes to compare business with the motor racing track. "Formula 1 can be tedious to some people. I love the intense competition - the drivers win by a tiny fraction of a percentage - that's a perfect competition.

"I'm not talking about other caterers that you compete with every few years. What we're competing for is the £1 in the customer's pocket - we see competition from everyone out there that provides food and drink. That helps with our competitive edge. We don't have a captive audience.

If we're not as good as they are, we won't succeed."

For hospitality as a sector, success will require more support from government. Storey talks passionately about his belief that the government isn't giving the foodservice industry the recognition it deserves. He says that while financial services are important to the economy, so are hospitality and tourism. "A strategic infrastructure needs to be put in place as there are so many things that influence the success of the industry - taxation, visas, easy access to the UK," he says.

***"It's sad that not many young people see the hospitality industry as a natural place to work, so we need to be promoting how great it is."***

Storey was a speaker at last year's British Hospitality Association (BHA) summit, which aimed to highlight the economic importance of the hospitality industry. He says the industry needs to get behind the BHA to have any chance of influencing government policies. Indeed, he remains dismayed by the 1m unemployed young people aged 16 to 24 in the UK.

"The hospitality industry is desperate for young people. Most people start out at entry level, myself included. It's sad that not many young people see the hospitality industry as a natural place to work, so we need to be promoting how great it is."

Storey planned a career in hotels but when, at 25, he met his wife, Liz, at hotel school he thought the industry wouldn't be suitable for a young married couple so he joined Sutcliffe Catering. He spent 25 years there working up to his final role as group managing director before leaving in 2000 to start his own business with a colleague, Keith Wilson.

For Storey, 60, retirement isn't on the agenda. His father, a chartered accountant, retired at 86. "As long as I'm healthy, why give up?" He certainly feels healthy. He took up skiing when he was 50 and is learning the guitar with his youngest daughter. He has five children and although his eldest, Helen, is his personal assistant, it's too early to see whether the others will enter the industry. "But they all like food," he says.

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# A leg up for low-fat diets

Companies have pledged to remove enough fats from their products to fill a swimming pool – but are the targets stretching enough?

IN THE RUN-UP to Christmas and the prospect of weeks of guilt-free overindulgence, it seemed appropriate that fats were making the news.

No sooner had the Department of Health announced that the UK food industry had committed to removing more than one and a half Olympic-size swimming pools of saturated fat from the nation's diet over the next year (why is it that our only reference points for scale are swimming pools or football pitches?) than the US Food and Drug Administration trumped the DoH by moving to ban artificial trans fats from the American food supply.

While it is futile comparing policies between countries with different social and political contexts, strong cases can be made for both approaches. Saturated fats are vital technical ingredients in a huge proportion of the processed foods consumers take for granted and banning them is not a viable option. Trans fats, on the other hand, have little reason to remain part of the human diet. Industrially produced trans fatty acids are not necessary for food production, have no nutritional value other than as an energy source, and their consumption has been proved to cause increased risk of coronary heart disease.



Trans fat consumption in the UK is relatively low with most manufacturers having removed them from products over the past decade. However, research has shown that lower-income adults are still more likely to consume higher than the maximum recommended level of trans fatty acids, which currently stands at 2% of food energy; policy should therefore not ignore those straggling businesses – particularly independent fast-food outlets – many of which still use trans fats as a matter of course in fried foods and baked goods. Following the US's lead by declaring a blanket ban is arguably the only way to eliminate their usage entirely.

That said, more national benefit can surely be accrued by focusing policy attention on sat fats. From a foodservice perspective, the news is fairly positive. According to Defra statistics, saturated fatty acid consumption – typically accounted for by eating dairy, meat products, biscuits, cakes and pastries – is slightly lower in the out-of-home diet than in food consumed at home.

Conversely, mono-unsaturated and polyunsaturated fatty acids – which are present in healthier foods such as fish oils, nuts and milk – are higher in the eating-out diet. However, with direct costs caused by obesity now estimated at £5.1 billion per year there is a clear imperative for all segments of the food industry to be taking the issue of sat fat reduction seriously if the government is to be persuaded against acting in a more draconian way.

Initial take-up of the Responsibility Deal Saturated Fat Reduction Pledge (launched in late October 2013) has been strong,

with almost half the food manufacturing and retail industry agreeing to reduce the amount of saturated fat in food recipes or change products to make them healthier.

Individual suppliers are meeting their obligations in different ways. Subway has pledged to reduce the amount of saturated fat in its Kids Pak by more than 70% by replacing cookies and crisps with a healthier option, which provides one of a child's recommended five-a-day portions of fruit and vegetables. Compass plans to move towards lower-fat ingredients and promote healthier menus as part of the pledge, while Aramark will increase the amount of 1% fat milk it supplies across its sites and increase the training it gives to its chefs.

These are all worthy commitments and actions that, with sufficient investment in research and developments and some creative menu planning, should not prove overly burdensome to large operators. However, with businesses able to take a pick'n'mix approach to sat fat reduction it will be difficult to measure whether anything concrete is actually achieved.

Criticism of the Responsibility Deal's calorie reduction pledge has been that rather than reducing calories in products across their portfolio, food companies have simply introduced new low-calorie variants and left the old products on shelf. The result: consumers still have to edit their own choices to achieve a calorie reduction. For this latest pledge to deliver genuine dietary improvements, attention should be focused on existing product reformulation rather than actions that put the ball back in the consumer's court.

# Stirling work on school food

With budgets squeezed, food prices rising and fiercely complex procurement systems, life in public-sector food provision is far from easy. But one Scottish council is showing what can be done. By **Angela Mitchell** and **Margaret Gilmour**.



**Good school food.** School food in Stirling has improved markedly in the past 12 months, but labour costs have remained consistent, say Angela

EVERYONE HAS a responsibility when it comes to buying food, but for those buying it with taxpayers' money this responsibility is enhanced. Public-sector caterers need to source quality food from reliable, safe sources and for a price that offers value for money.

But we'd argue that we need to redefine the notion of "best value" in public-sector catering. We need to move beyond a narrow focus on up-front costs to consider and invest in the wider and significant benefits to our health, our economy and the environment. Investing in the right kind of food, and food culture supports our local economies. It creates opportunities, jobs and skillsets in the production and supply of ingredients, as well as opportunities to strengthen the dedicated workforce charged with creating tasty meals for our children, the elderly and the ill.

It also offers huge environmental and health gains. About 30% of our carbon footprint is associated with food production, transport, processing, storage, cooking and waste. And we all know the

effect of nutritious food on health.

Our challenge, as those in charge of the shopping list for hospitals, schools and care homes is how to persuade people to invest in these benefits when they don't necessarily see the return on investment within the financial bottom line. What we've achieved should therefore provide some food for thought.

Over the past 12 months, we've increased the number of Food for Life Catering Mark holders from three, this time last year, to 15 today. There are now more than 51,000 Catering Mark approved meals being served every day in more than 650 sites, including school dining rooms, nurseries, community centres and cafés across Scotland.

Last year, Stirling council achieved the bronze Food for Life Catering Mark - and this just three years after the start of continuing, and severe, budget constraints. The council's procurement team was under significant pressure to consider cheaper ways of delivering school meals. Centralising production and freezing meals

## IN BRIEF: FOOD FOR LIFE

**Aims to transform food culture across the country by working with players across the food industry**

**Key role is support for caterers to achieve the Food for Life Catering Mark**

**Bronze, silver and gold tiers encourage caterers to make progress towards using**

was considered but quickly rejected - we wanted kitchens and skilled cooks within the school environment.

The Soil Association's Food for Life Catering Mark thus offered an excellent opportunity to do more than simply provide food on a plate: it provided a real opportunity to offer sustainable food and ensure that we retained skilled staff, who are now taking more pride in the importance of the role they play in pupil's lives.



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Mitchell, Food for Life Scotland programme manager (left) and Margaret Gilmour, Stirling Council service manager (right),

the environment and the local economy: in Plymouth there has been a £3 return for every £1 invested on a Food for Life silver menu, mostly in the form of local jobs. Five hundred miles north we are hoping to see similar benefits – but this is a long-term journey.

Transforming food culture involves more than just a focus on ingredients and procurement systems. For Stirling, the crucial next step is to win hearts and minds. To begin reconnecting children, parents and consumers with where their food comes from. To increase understanding about the importance of diet on our health, the economy and the environment. And, critically, to influence more sustainable food behaviours at home.

The question those in public-sector catering really need to consider is this: what is the cost of not putting good food on the plate?

In Scotland, our health record will continue to deteriorate and the cost to the NHS will continue to rise. Cooking skills and knowledge of real food will be lost over time, not to mention the effect on our local communities.

But changing the system won't happen overnight. There are some continuing challenges for us, and there's a fragility to what we've achieved and all the good work we've done. Budget pressures continue and questions persist about cost savings.

There's also the rising cost of food, complex procurement processes and relentless low-priced competition from the high street. But we need to avoid a race to the bottom in our food system which results in food scandals like horsegate.

The Food for Life Catering Mark offers a positive path for community leaders who

have the vision to see beyond the here and now. We need to find ways to increase investment in the provision of good food in schools across Scotland.

Much has been written and said over the past few months about the provision of free school meals, following deputy prime minister Nick Clegg's announcement of free school meals for infants south of the border. There's no concrete word on what this means for Scottish school meals, although potentially some money will be coming our way.

*It will require visionary political leadership and buy-in from the decision-making process at all levels but the rewards could be huge.*

But how can this investment be best used to benefit all children? Perhaps rather than offer universal school meals – which is not sustainable in the long term – why not introduce a universal and affordable capped ticket price: £1 to encourage the uptake of fresh and healthy school food? That price would also compete with packed lunches, which have been shown to be less nutritious, more often than not, than a school meal.

We have a real opportunity here to show the world that the UK's public-sector catering and school meals services are world-leading. It will require visionary political leadership and buy-in from the decision-making process at all levels but the rewards could be huge.

Get school meals right and we are on our way to transforming food in nurseries, care homes and hospitals too. There is little doubt any of us can afford to get it wrong.

**more local, free-range, fair-trade and organic ingredients.**

**More than 800,000 meals daily (more than 700,000 in schools)**

**Nearly 5,000 schools, 300 nurseries, 13 care settings, 30 universities and five hospitals**

Changes have been made in Stirling, but labour costs have remained consistent. Staff are more productive while job satisfaction and morale have greatly improved. Customer confidence has increased too, with parents knowing where their children's food comes from.

This is a tangible way of transforming our school food culture.

Independent research in England has shown that the scheme delivers for health,



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# That's the Spirit



**S**PIRIT PUB Company currently has over 750 high quality managed pubs and 450 leased pubs in prime UK locations. The managed pub company has a variety of brand concepts, ranging from the premium pub dining experience with Chef and Brewer through to the value-led brands, Fayre & Square and Flaming Grill.

Spirit, in partnership with food service provider Kuehne + Nagel, offer a reverse logistics solution for recyclable commodities generated at their pubs.

Spirit Supply Chain and K+N continue to support to both managed and leased pubs with regular field visits to engage teams and encouraging them to recycle efficiently, making sure waste is high on the agenda maximising the opportunity with pubs as Spirit work towards the goal of 'Zero to Landfill'

The pubs separate the oil and card which is then put inside cages and are placed in the back of the vehicle. Food waste is put into bio bags and placed inside tote boxes. Soft plastics are also put in separate totes boxes and hard plastics are placed inside clear plastic bags. The totes are returned back to depot in the undercarriage of the Kuehne + Nagel vehicles, where these commodities are all collected from depot. Card, tins, crushed glass and plastics are recycled, oil is used for bio fuel production and food waste is taken for anaerobic digestion and used to

generate electricity which can be used to power Spirit's pubs.

Spirit realised the need to not only maintain but improve the levels of recyclable materials returned from pubs across the UK and commissioned a closed loop solution to their waste management. This solution is innovative and carbon reducing, making use of the back haul solution.

The back haul scheme for recyclable materials has now been running for three years. In that time, Spirit and Kuehne + Nagel has managed to achieve the objectives that were initially set out; minimise waste to landfill, reduce carbon footprint, maximise recycle values and overall reduce costs.

Spirit has also recognised the need to engage the pubs in what the scheme is achieving and the benefits associated. Involving the pubs in the initiative drives compliance and levels of recyclable materials returned. The recyclable material has a commodity value so would be passed back to the pubs Profit and Loss. From the reporting of recycling, pubs would start to take more of an interest in their returns rates, driving an increase in pub compliance and returns rates.

Spirit continues to be the only pub chain across the hospitality sector that is utilising the return journey of their delivery vehicle to remove waste from sites and continuing to lead the way on an innovative solution to reduce costs and also environmental impact.

Spirit maintains its effective partnership with Kuehne + Nagel to embrace the closed loop solution to waste recycling, disposing of food waste via Anaerobic Digestion with the opportunity to purchase back the electricity produced, as well as the used cooking oil being processed into bio fuels.

Spirit is creating a large diversion from landfill, taking responsibility for reducing the environmental impact.

Overall this project continues to achieve huge successes for Spirit in line with the objectives it initially set out to achieve and more.

Spirit Pub Company Supply Chain in Partnership with Kuehne+Nagel has been recognised for its waste management systems after being named winner at The European Supply Chain Excellence Awards 2013 and The Sustainability Leader Awards for Internal Operational Engagement 2013. These awards are testament to the great work that the Supply Chain, Kuehne+Nagel and our pubs have been doing in driving efficiency and effectiveness within the company's waste management.

Spirit is now looking to maintain the successes of this scheme, by researching new and innovative solutions to waste disposal and recycling and how this can be developed further to drive even greater benefits for the business.





**Thirst for data.** Adnams has identified where the big carbon impacts are in its beers and is making changes to drive emissions down.

# 10 green bottles?

Adnams has carbon footprinted its bottled beers, but what will it do with the data?

**David Burrows** reports.

**A**DNAMS HAS become the first brewer to calculate the carbon footprints of its bottled beers. The lifecycle assessment covers everything from the growth of the hops and cereal to brewing and packaging, distribution, retail and even consumption. “We had to make a few assumptions along the way,” says the environmental manager, Benedict Orchard, “such as consumers storing their beer in the fridge for two days on average.”

With any such exercise there are constraints and assumptions. Orchard, along with analysts at the Adapt Low Carbon Group based at the University of East Anglia, followed the PAS 2050:2011 standard – the latest revision of the British standards document to assist those wanting to calculate the carbon footprints of their

products. This is much more complicated than assessing a company-wide footprint or energy use, as even the likes of Tesco have found. The supermarket committed to carbon labelling all of its products in 2007 but gave up last year because it wasn’t catching on among competitors, leaving nothing to compare the figures against. But it’s not just competitive advantage that has driven Adnams down this path.

“When Tesco tried this it was maybe a box-ticking exercise, but we do green things because they make commercial sense,” says Orchard. “We’d already been the first company to produce a carbon neutral beer [East Green in 2008], and we report on our company carbon. But we wanted to understand the carbon impacts of our products and portray that to our customers and shareholders.”

Adnams, of course, had 10 rather than 50,000 products to assess, but that data is already being put to good use. For instance, the dominant carbon-emitting process comes from manufacturing the glass – an energy-intensive process. Adnams noted a difference in the lightweight 500ml bottles it used compared with the heavy blue bottle for its Spindrift beer. Most of the bottles had a glass manufacturing footprint of around 250gCO<sub>2</sub>e (grams of carbon dioxide equivalent emissions), but Spindrift’s blue bottle was over 415gCO<sub>2</sub>e. So Adnams has switched to an amber bottle for the

beer and cut Spindrift’s footprint by 20%. “Essentially we went brown to go green,” says Orchard.

So where are the other big impacts? “The amount and type of ingredients we use in each beer also has a large impact due to the amounts of agricultural and processing carbon used in its production,” Orchard explains. “Broadside, Innovation and Tally-Ho are strongly flavoured and cereal-heavy beers, which is what causes their footprints to be slightly higher than the rest.” This means that potential adjustments to the malting process could cut the footprint of these beers significantly. The beauty of this exercise is that emissions hotspots can be identified so carbon reduction efforts can be focused on the biggest wins.

Adnams is also keen to use the data externally to raise awareness of carbon footprinting. It’s not likely to be the subject of regular pub chat any time soon, but comparing the figures with, say, a train journey (a bottle of beer emits the same as 5.3 miles on the train) will increase people’s awareness of what Orchard feels is “an unknown topic”.

He hopes that others will follow their lead. “It would be good for us if someone else goes out and footprints their beers and finds they have a lower footprint because that creates competition.” This is where Tesco’s efforts hit a brick wall – but perhaps they gave up too soon?

# Green with envy

As members will know, being a part of the Footprint Forum has lots of benefits. Acquire, the intelligence-led food procurement services organisation has been working with other members to develop its Green10 responsible sourcing initiative for just over a year now. Why so long? Well, it was complicated, and needed everyone involved in the business of food supply to work together and share vast amounts of product information, which could be captured, interrogated and then reported against using an online dashboard – in real time.

Sustainability, social responsibility and environmental awareness have been high on the foodservice agenda for some time now, yet many caterers still struggle to come up with a plan that shows the positive effects their efforts are having.

Green10 has been developed in response to the industry's need for a flexible framework to help organisations realise their unique responsible sourcing strategies.



Now, the Green10 framework gives food-related businesses the tools to create, measure and report on these strategies.

Green10 provides online metrics for 10 specific 'pillars', each relating to responsible sourcing, purchasing and sustainability: Food Mileage, Local Sourcing, Environmental Profile, Seasonality, Renewable, Culture, Animal Welfare, Wellbeing, Packaging and Food Waste.

So now we have it - Green10 is helping organisations assess their current buying activity and develop a suitable and realistic plan for improvement that reflects their existing plans or new aspirations.

But we could not have done this on our own. As well as co-operation from Forum members and the suppliers we work with, it was vital to enlist the help of our customers....

We are fortunate that some of those customers, such as OCS, were very keen to engage with us to help develop the shape of Green10. For example, OCS embraced the benefits of e-trading via our epsys platform some eight years ago and it is now an integral part of its day-to-day business operation. epsys has been deployed across the OCS estate and is currently in use at 390 of the company's

catering sites where it has improved efficiency through electronic ordering, invoice management, stock and recipe management and local financial reporting. In addition to the obvious financial controls this brings there has also been a significant environmental impact, with over 20,000 invoices a month being processed electronically instead of manually. The OCS e-procurement journey has delivered operational, financial and environmental benefits and has provided a ready-made platform for Green10.

As Graham Gilbert, Managing Director Infrastructure and Healthcare at OCS Group UK puts it: "epsys brought major financial benefits to our catering business through tighter purchasing controls and its evolution over the last eight years has brought many additional benefits. Green10 is yet another great addition to this versatile system, which will enable us to closely monitor many aspects of our environmental, sustainability and social responsibility performance that our clients now demand, easily, and without incurring the burden and cost that gathering this type of information would normally require."

Green10 is both simple and straightforward and it's worth mentioning too that it does not rely on an organisation using the epsys e-trading platform to trade as it has been developed as a standalone tool. With no capital investment required, and no restriction on business size, location or technical capability, Green10 is completely inclusive and available to the smallest foodservice operator.

As Green10 continues to break new ground Acquire will be working closely with suppliers, clients and accreditation/environmental agencies to ensure that the key messages and developments are shared within our industry. We even have plans to create a Green10 Leadership Panel so that those who embrace the Green10 framework can influence and contribute to on-going initiatives.

For further information visit [www.greentten.co.uk](http://www.greentten.co.uk) or [www.acquireservices.com](http://www.acquireservices.com)



# Boot up the backside for business

Waste costs are set to soar under a new system of charging by weight, experts told a Footprint panel debate – but regulation might still be needed to hit reduction targets.

**B**USINESSES SHOULD “be prepared for some surprises” when it comes to their food waste, with charges set to rocket as pay-by-weight rather than per-bin systems are rolled out. However, this might not be enough to encourage enough action to hit targets set out in the Hospitality and Foodservice Agreement on waste (HaFSA).

Those were the key conclusions from a panel debate during the latest FootprintChannel.TV live broadcast in November.

Senior professionals from companies across the sectors, including Hilton International, McDonald’s, Carillion and Coca-Cola tuned in to the programme, which also included an interview with WRAP’s director of sustainable food systems, Richard Swannell, who revealed new research on the sector’s waste bill (see opposite).

An estimated 920,000 tonnes of food is wasted by the foodservice and hospitality sector in the UK, three-quarters of which is avoidable. What’s more, just 12% of all food waste is recycled here. There is clearly plenty of work to be done and a poll during the broadcast showed that many businesses

are struggling with the cost of dealing with food waste and encouraging staff to take the issue seriously. Panellist Lucy Frankel, the communications director at packaging company Vegware, highlighted new research undertaken by the company in Edinburgh showing the savings small businesses can make through the separation of food waste, and for some these are immediate.

In Scotland many food businesses now have to separate their food waste for separate collection due to new laws that came into force this month. Frankel said the lessons from this could “trickle down” to the rest of the UK, but she felt that regulation can provide a “boot up the bum” for businesses. “I really think there is a role for legislation,” she said.

Swannell was quick to defer any decisions on law-making to the government, but pressure is mounting on the coalition to follow Scotland’s lead (see page 9). He said: “If surplus food is generated by businesses we then encourage redistribution to humans where appropriate, or it being used as animal feed provided it’s in compliance with the relevant legislation. Thereafter, anaerobic digestion, which has the benefit of energy

generation, and composting offer effective food waste treatment options. All of these are preferable to landfilling food waste, both financially and environmentally.”

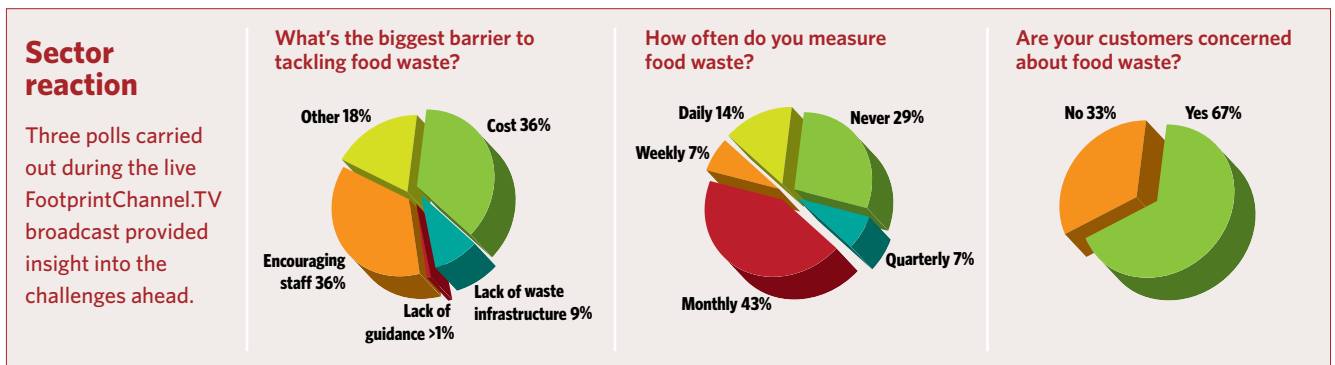
Pret A Manger provides a case in point, with 95% of its outlets working with local charities to redistribute food. “We freshly make sandwiches every day so our quality ingredients and hard work shouldn’t go to waste,” explained panellist Thomas Nichol, who works on the chain’s sustainable projects team.

Anaerobic digestion capacity has increased recently and Swannell urged the sector to make more use of it. Indeed, lack of infrastructure was not seen as a particularly big barrier among those tuning in.

However, the sector might benefit from cosyng up a little more to its waste contractors in order to make the most of the opportunities available. In the coming months the cost of dealing with food waste will only go one way – up, according to Giles Whiteley, the managing director of SWR Waste Management and another of the experts involved in the discussion.

“There are some real surprises coming,” he warned. “The biggest challenge is when people don’t wake up to the fact that their bins will be weighed more and more ... and this will be a real driver for taking food waste out of general waste.”

Whether it’s enough to hit the targets set out in the voluntary agreement – a 5% reduction in waste by 2015 compared with 2012 and packaging and food recycling to hit 70% – remains to be seen. Given the figures WRAP has calculated, there is a big commercial opportunity in reducing food waste – and the winners will be those that understand this.



# The price of failure

WRAP is hoping its shocking study of waste in the hospitality and foodservice sector will be enough to sting businesses into action. **David Burrows** reports.

**T**HE GOVERNMENT'S waste advisers at WRAP have published the most detailed study of waste in the foodservice and hospitality sectors ever. The idea is to shock businesses, with data including the "true cost" of food waste, and then provide guidance on how to take action. "Our report outlines steps that will empower industry to tackle this problem, by wasting less and recycling more," said WRAP's programme manager for hospitality and foodservice, Charlotte Henderson. "When you consider the average annual cost per outlet is an estimated £10,000, it makes business sense to save money by reducing food waste."

The report provides analysis of the waste produced in each of nine subsectors including restaurants, quick-service restaurants, hotels, pubs, leisure, healthcare, education, staff catering and services. It includes a breakdown of the type of food

**£2.5bn** the cost of food waste to hospitality and foodservice

<b>PUBS</b> <b>£357m</b> the cost of the <b>173,000 tonnes</b> of food wasted each year	<b>RESTAURANTS</b> <b>£682m</b> the cost of the <b>173,000 tonnes</b> of food wasted each year	<b>HOTELS</b> <b>£318m</b> the cost of the <b>79,000 tonnes</b> of food wasted each year
<b>QUICK SERVICE RESTAURANTS</b> <b>£277m</b> the cost of the <b>76,000 tonnes</b> of food wasted each year	<b>LEISURE OUTLETS</b> <b>£241m</b> the cost of the <b>60,000 tonnes</b> of food wasted each year	<b>STAFF CATERING</b> <b>£44m</b> the cost of the <b>21,000 tonnes</b> of food wasted each year
<b>EDUCATION</b> <b>£250m</b> the cost of the <b>123,000 tonnes</b> of food wasted each year	<b>HEALTHCARE</b> <b>£230m</b> the cost of the <b>121,000 tonnes</b> of food wasted each year	<b>SERVICES</b> <b>£112m</b> the cost of the <b>68,000 tonnes</b> of food wasted each year

being wasted, as well as the cost of this food waste for each subsector (see right). The headline figures are staggering: 2.87m tonnes of waste, including 920,000 of food waste. The annual bill for food waste alone is £2.5 billion, which equates to around £2,800 a tonne. To put this into perspective, landfill tax currently stands at £72 a tonne.

Speaking during an interview on FootprintChannel.TV - on which the results were announced, see opposite - WRAP's director of sustainable food systems, Richard Swannell, said the data provided the business case for action on food waste given that the true cost of food waste (which includes transport, production, preparation and so on) is now available.

"Twelve per cent of food waste is currently recycled, so there is real scope to drive that

significantly higher." This sector "must take advantage of the new [anaerobic digestion] infrastructure to recycle more" of its food waste.

Swannell also announced that 170 supporters and signatories were now signed up to the Hospitality and Foodservice Agreement on waste - compared with just 70 this time last year. This represents a quarter of the sector by turnover, and he encouraged more businesses to get involved as the initiative moves into its next phase: delivering change. WRAP's new microsite, available through the Footprint website, will support the sector in reducing waste recycling more, with access to information and practical advice on food waste recycling collections, including posters, bin labels and case studies.

"KPMG has named Nestlé as one of the world's top ten companies reporting on Corporate Social Responsibility.

The eighth edition of the survey assesses reporting by firms in 41 countries and 4,100 companies across 15 industry sectors.

KPMG evaluated the quality of reporting against key criteria

including the firms' assessment of risks, and responses to those risks, and materiality - the issues and areas where action can have the greatest impact.

Nestlé is among a cluster of just 10 leading firms who scored more than 90 out of 100 in these criteria."





# TUCO

Share. Learn. Buy. Grow.

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**TUCO (The University Caterers Organisation) is delighted to formally announce a partnership with Footprint for 2014. TUCO and Footprint come together in a joint initiative to support health, well-being and sustainability within Higher and Further Education throughout the UK.**

As the lead professional body representing and serving 500 member organisations, TUCO has represented best practice in on-site university catering for over 50 years and remains totally committed to education, skills and training within the sector - providing quality standards, advice and information as well as the platform for commercial advantage.

The TUCO:Footprint 2014 Partnership will deliver industry-leading insights to all members, through news, expert comment, events and analysis. Here's to a rewarding and informative year.



Winning meal by 'Chef of the Year', Eric Barre: TUCO Skills Competition 2013



Eat at the Square, Reading Uni

## Ring in the new

Buying British has been a key trend in the past year, but that could all change in 2014 thanks to a Brazilian World Cup and changes to immigration laws. And how are ethical products faring against low-price alternatives? *Footprint* summarises some recent key research.



### No inspiration to go green

**M**OST SHOPPERS don't feel able to make a difference to global warming or the environment through the decisions they make when food and grocery shopping. However, when it comes to healthy eating they feel more empowered to make positive decisions.

New research by IGD ShopperVista shows that only 42% of consumers feel empowered to make a difference to the environment (down from 44% in 2007), while just 21% feel able to influence global warming (down from 32% in 2007).

This jumps to 79% when it comes to choices relating to healthy eating, up from just 59% in 2007.

"Most shoppers feel well informed about healthy eating and broadly able to make their own decisions. But they don't yet feel as able to impact the environment through their food and grocery shopping," says the IGD chief executive, Joanne Denney-Finch. More work is required "to help shoppers link up healthy eating and environmental impact", she adds.

IGD's research is published as part of a report on sustainable diets exploring how shoppers are juggling priorities around health and sustainability. This also showed that price remains the top purchasing priority for shoppers, with 91% saying cost is important. Just 19% say the ethical credentials of the product are important.

### Taste of the exotic

**B**RAND BRITANNIA could lose its gloss next year as consumers look overseas for their food inspiration. After two years of Olympic medals, royal weddings and births, 2014 will see Brazil host the World Cup and Russia offer the Winter Olympics (see page 7). There will also be new legislation on immigration and the Scottish referendum on independence. Mintel expects this to mean that brands will have to work hard to encourage consumers to buy British. "In spite of recent events, 'patriotic purchasing' remains something of a myth and British custom is there to be won," says its senior trends consultant, Richard Cope. Mintel research reveals that price comes before patriotism and provenance with 58% of consumers saying that "the price and the quality of what I buy is what matters, not where it was produced". Meanwhile, 54% of Brits say that they're "just as interested in buying authentic products (for example French Brie, Parma ham) from other countries as from Britain".

Scotland's cuisine will also enjoy a "heightened profile", says Cope, while the simplification of the visa processes for admitting Chinese visitors to the EU and the lifting of temporary migration and employment restrictions on Romanians and Bulgarians will "raise the foreign influx and influence in the UK, piquing our curiosity in other cultures and causing us to re-examine notions of 'Britishness'".

### Savvy sustainability

**H**ALF OF SHOPPERS expect to be worse off in 2014, according to research by Sainsbury's, published in its recent "20x20 Sustainability Plan update". This means they are combining price, quality and provenance in their decision-making processes. Indeed, Sainsbury's offers more hope for ethical products, with shoppers apparently looking for "value and values". "The trend is towards savvy sustainability rather than automatically paying a premium," the supermarket concludes. This explains Sainsbury's "Same price, different values"

marketing of late, which highlights products with additional provenance and ethical sourcing claims versus the Tesco equivalent.

"We're asking: Is it right to compare bananas when one is Fairtrade and the other isn't? Is selling bottled water sourced from the mains the same as selling water from a mineral-rich Yorkshire spring? Is British-sourced ham the same as ham from some unspecified country in the EU? We asked customers and they firmly told us they didn't think so," writes the chief executive, Justin King, in the report.





# Let's take the lead on climate change

Extreme weather is an increasing threat to global food production but strong leadership was lacking from politicians at the UN climate conference. Foodservice now has a chance to set the agenda, says **David Read**.

**F**EW PEOPLE get to experience what a farmer goes through at harvest. At once, a whole year's labour and planning is converted into either a fat paycheque or a crushing disappointment. Farmers have increasingly had to face up to the latter.

This year Mike Thomas from the National Farmers Union (NFU) told the *Independent* that the last 12 months have been "unreal" for farmers. "Last April we had a drought and talk of a hosepipe ban, then we had to contend with heavy rains and flooding and then the wintry weather, frozen land and snow," he explained. This unusual weather has meant that the UK has produced the smallest wheat crop since 2001.

In agriculture, certainty breeds productivity. But climate change has made our weather more unpredictable than ever. It's the single greatest factor that affects global production. It's not just a problem for the UK. In Australia, frost and rain have devastated this year's wheat harvest. According to US Drought Monitor, over 50% of the US is currently in drought.

Crops such as soya and wheat are fundamental to feeding our planet - they are used to make cattle feed and bread, some of the basic building blocks for our diets.

At a time when population growth is soaring, we should be producing more food, not less. However, the damage to production caused by climate change is deeply threatening to our planet. Creating the conditions for the right availability and quality of produce we need, at the right price, has to be top of the government's agenda.

This is a global issue of the greatest importance, and it isn't going to fix itself. Strong leadership and champions who will inspire others to change their behaviour every day are needed, but this leadership seemed lacking in Warsaw at the 2013 United Nations Climate Change Conference. In fact, some of the richer countries made U-turns on their climate change commitments.

**Food production and consumption contribute up to 29% of the planet's total greenhouse emissions.**

Japan, for instance, announced that it will backtrack on its pledge to reduce emissions by 25%; instead it will aim to cut them by just 3.8% by 2020, blaming the adjusted target on the closure of nuclear plants after the 2011 earthquake and tsunami. Australia, which failed to send a minister to the conference, signalled that it may weaken its targets and Canada has pulled out of the Kyoto accord altogether.

Back at home, George Osborne has stated that he doesn't want Britain to lead from the front in tackling climate change. This is deeply concerning. Britain is one of the world's richest nations, and the chancellor's statement opens the door for other countries to change their targets and aspirations.

While the circumstances and issues involved in these decisions are complex, great politicians find a way of cutting through these issues to lead on critical matters. And there exists a great opportunity for the government to work more closely with sectors such as

foodservice to help pave the way.

In 2000, the UK government wanted to increase the country's research and development base. To achieve this, it started to introduce tax credits for companies that undertook R&D projects. This created a change in entrepreneurial behaviour that created a culture of investment in innovation. Today, the government has an opportunity to provide similar tax breaks for those in the hospitality industry that take the lead in reducing their carbon emissions.

I feel this would be much more effective than legislation because rather than creating a layer of bureaucracy around measurement (as happened, for example, with Home Information Packs), this is a non-interventionist way to inspire people to change behaviour.

Food production and consumption contribute up to 29% of the planet's total greenhouse emissions. The majority of a typical foodservice business's emissions can be found in its supply chain, with agriculture alone contributing up to 86% of the carbon emissions for food systems.

The carbon champions in this sector that take steps to reduce emissions through their supply chains, such as the National Trust, Accor, TUI and Sodexo, should be rewarded by the government. By working together to inspire others to do the same, hospitality and foodservice can take the leadership stance that is desperately needed to tackle climate change.

**David Read is chief executive of Prestige Purchasing**



## food waste stories

sharing good ideas on food waste reduction + recycling

### Salmon soup and croutons

Salmon trimmings and yesterday's bread make a great soup, a la Wendy Barrie of the Scottish Food Guide

#### Ingredients

- 300g salmon trimmings
- 50g butter
- 1 medium onion, chopped
- 1 litre vegetable stock
- 150ml single cream
- Salt and pepper
- 1 kg potato, diced
- 2 tps tomato puree
- Small glass leftover white wine
- Yesterday's bread – cut into cubes
- Dill, parsley & lemon wedge garnish

#### Method

- Cut salmon into chunks.
- Heat oil in pan and cook onions until soft.
- Add salmon and sauté for a few moments.
- Add remaining ingredients (except cream) and simmer for 5 minutes.
- Remove salmon and liquidise soup.
- Add cream and heat until steaming hot.
- Ladle into warm bowls and, adding a few chunks of salmon to each.
- Serve with toasted bread croutons.

### Real cost of food waste

Food waste costs businesses £1.80 per kilo, not including the costs of transport, storage, refrigeration and handling. Add in these extra costs and the figure rises to £2.80 per kilo.

UK pub and restaurant outlets are each spending £10,000 a year wasting food, according to WRAP's new technical report published this November.

By focusing on preventing food waste, businesses have real opportunities to save money.

Read our full [H&FSA blog](#) & use our [free food waste matchmaking service](#)

[foodwastenetwork.org.uk](http://foodwastenetwork.org.uk)



## FOOTPRINT FINAL THOUGHT



# Vote blue, turn green

From 'greenest government ever' to 'get rid of all the green crap' – so what are Cameron's true colours, asks **David Burrows**.

**T**HOUGH YOU might disagree with its regular criticism of green policies, you'd have to agree with the *Sun* newspaper's description of the prime minister as a "Cameleon". This is the man who, in opposition, went hugging huskies, pitching himself as Eton's answer to Swampy and promising the "greenest ever" government. From forming the coalition government in 2010 to February this year, he hardly uttered a word on environmental issues. "To those who say we just can't prioritise green energy right now, my view is we can't afford not to," he said, breaking his silence.

Since then David Cameron's stance on everything from climate change to energy has been confused at best. Speaking in the aftermath of Typhoon Haiyan in the Philippines in November, he said: "If I said to you: 'There's a 60% chance your house might burn down – do you want to take out some insurance?', you take out some insurance. I think we should think about climate change like that.

*This has left our politicians looking less like chameleons and more like headless chickens*

"Scientists are giving us a very certain message. Even if you're less certain than the scientists it makes sense to act both in terms of trying to prevent and mitigate. As a practical politician I think the sensible thing is to say let's take preventative and mitigating steps given the chances this might be the case."

A few days later there's a report in the *Sun* suggesting that the prime minister told aides

to "get rid of all the green crap". Downing Street said it did not recognise the comments at all, but in a period when Cameron had also stated that he wanted to "roll back" green regulations and charges, one wonders who to believe. The storm has certainly taken the heat from go-to green critic George Osborne.

Meanwhile, in the yellow corner, the deputy prime minister continues to plug away. "On no other issue has the political establishment proved more fickle" than on the environment, Nick Clegg said in a speech in November. "Just look at the current debate on energy bills and green levies. The same Conservative and Labour politicians who used to shout at one another across the dispatch box: 'You don't care about the environment, we're the greenest' now turn the accusation on its head: 'You care too much about the environment, you're the greenest'."

And while the hot air flows across Whitehall, emissions continue to grow (see page 25) and little gets done. This has left our politicians looking less like chameleons and more like headless chickens.



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