



FOOD FOR LIFE SERVED HERE

Making good food the easy choice

WEBINAR OUTLINE

- Introduction to Food for Life
- The context for sustainable food - globally and in Scotland
- Strategic drivers for sustainable food in the FHE sector
- Consumer demand for sustainable food
- Food for Life Served Here, and how it can help you



FOOD FOR LIFE SCOTLAND



We work to make good food the easy choice for everyone. We make sure good food is not only on the menu, it is part of the conversation and a way of life in schools, hospitals, care homes, workplaces and cities. Good food holds the key to healthier people, a thriving economy and a greener environment.



THE FOOD FOR LIFE SCOTLAND APPROACH



FOOD
SUPPLY



WHAT DOES 'GOOD FOOD' MEAN?



Food that's good for your health

Lots of fruit and vegetables, fish and wholegrains, less but better quality meat, and a lot less processed food. Good food is even better when shared.



Food that's good for the environment

In season, sustainably produced, low-climate impact and high animal welfare standards.



Food that's good for the economy

Grown by local producers, prepared by skilled and knowledgeable people, and supports a thriving economy



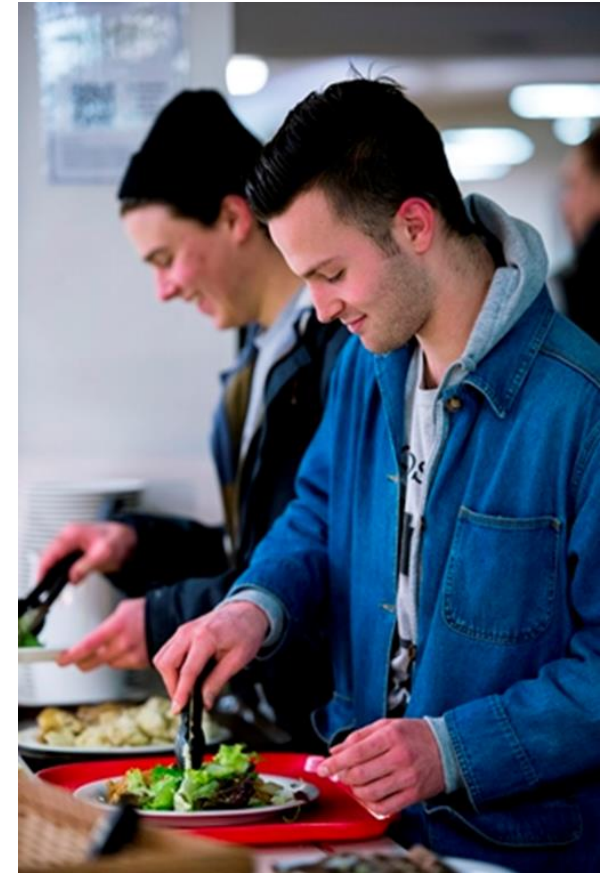


SETTING THE SCENE

FOOD CAN CHANGE LIVES



Food – what we eat, how we get it, and where it comes from – can change lives. Good food can help us deal with some of the most pressing social, economic and environmental concerns.



THE FOOD SYSTEM IS BROKEN



**Industrially
farmed means
'cheap food'
but at what
cost?**

**The decline of family
farms**

Deforestation & soil erosion

Animal welfare abuses

Contaminated soil & air pollution

**More genetic
modification**

Labour abuses

Public health crisis

Loss of biodiversity



IT IS ESTIMATED THAT FOOD AND FARMING
ARE RESPONSIBLE FOR UP TO A THIRD OF
GLOBAL EMISSIONS.



THE NHS SPENDS
5.8 BILLION A
YEAR TREATING
ILLNESSES
CAUSED BY
A BAD DIET



THE POWER OF GOOD FOOD



**However,
sustainable
food and
farming can**

**Provide meaningful
employment, enhance
quality of life and equality**

Prevent soil erosion

**Protect ecosystems
and prevent global
warming**

**Address public
health crisis**

**Increase biodiversity
and food security**











STRATEGIC DRIVERS


Guidance under the Procurement Reform (Scotland) Act 2014

[Home](#)
[Sustainability & Climate Change](#)
[Sustainable Scotland Network](#)
[Climate Change Reporting](#)
[2016/17 Reporting](#)

2016/17 reporting



Public Bodies Climate Change Duties reports for 2016/17 activities should be submitted through the reporting platform by 30 November 2017




The Scottish Government
Riaghaltas na h-Alba

Recipe for Success: Scotland's National Food & Drink Policy

Becoming a Good Food Nation

Discussion Document



WEALTHIER & FAIRER

SMARTER

HEALTHIER

SAFER & STRONGER

GREENER



"The Soil Association's Food for Life Scotland programme is one way to put sustainable, healthy food right at the heart of communities and will contribute to Scotland becoming a Good Food Nation"

**Richard Lochhead
Former Cabinet Secretary, Scottish
Government**







**CONSUMER
DEMAND**



TUCOltd @TUCOltd · Oct 12

Local sourcing is mainstream, consumers want foods & drinks grown & produced within a certain radius, resulting in less damage to the planet



TUCOltd @TUCOltd · Oct 17

Consumers are more aware of the impact that they have on the world, looking to food & beverage companies to maintain ethical standards



TUCOltd @TUCOltd · Oct 16

Grass Fed, is now mainstream buzz word, used to attract consumers who want to eat beef that doesn't come from cows raised on grains





Eating Better

for a **fair green healthy** future

Millennials:

- Want healthy, natural food; like to cook and prep meals; support alternative food distribution via meal delivery and meal services.
- Buy from environmentally conscious manufacturers and purveyors; want transparency.

nus
student eats



WORKING TOGETHER
TO CREATE
HEALTHIER AND MORE
SUSTAINABLE MEALS



Food Ethics Council

sodexo
QUALITY OF LIFE SERVICES



FULL REPORT

CATERING FOR SUSTAINABILITY

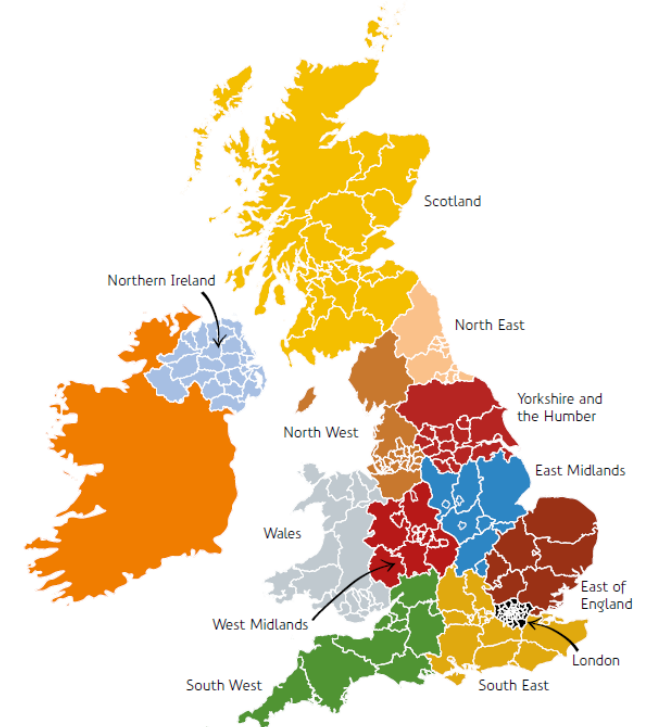
MAKING THE CASE FOR SUSTAINABLE DIETS IN FOODSERVICE



**FOOD FOR LIFE
SERVED HERE**



PRINCIPLES





WHAT DOES IT MEAN?

SERVING

LOCAL FOOD



At Silver and Gold levels we are rewarded for using local ingredients.



COOKED FROM SCRATCH

At least 75% of our meals are freshly prepared.

SEASONAL PRODUCE



Menus make the most of seasonal ingredients.

We can trace our meat

BACK TO THE FARM



YOUR MEAL MAKES A DIFFERENCE

Every £1 you spend on a Food for Life Served Here meal means a social return on investment of £3 in the form of jobs and local enterprise*.



MORE OF THE GOOD STUFF

Free from undesirable additives, colouring and sweeteners.



CASE STUDY – EDGE HILL



“Students nowadays are looking for healthier eating, value for money and ethically sourced foods. Food for Life Served Here shows our customers ... how much we are doing to make their time at the University as productive and healthy as we can.”

**Kevin Taylor, Stores and Procurement Officer
Edgehill University**

See full case study [here](#)







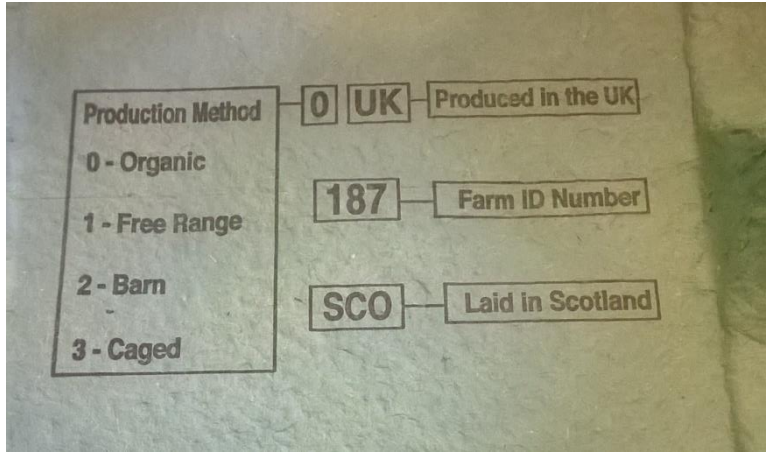
Ingredients

**Good
practice**

**Customer
care**



ON THE MENU



THE EAT SEASONABLY CALENDAR

EVERY FRUIT OR VEGETABLE HAS ITS SEASON, THE TIME OF THE YEAR WHEN YOU CAN ENJOY IT AT ITS BEST. THIS SIMPLE TOOL WILL GUIDE YOU THROUGH WHAT'S IN SEASON WHEN YOU CAN ENJOY FIRST AND BEST THAT NATURE OFFERS, IS BETTER VALUE AND IS BETTER FOR THE PLANET.



FOR TIPS, RECIPES AND MORE VISIT EATSEASONABLY.CO.UK



OFF THE MENU

Colourings

E102 tartrazine
E104 quinoline yellow

E107 yellow 2G
E110 sunset yellow

E120 cochineal

E122 carmoisine

E123 amaranth

E124 ponceau 4R
E129 allura red

E131 patent blue

E132 indigo carmine

E133 brilliant blue FCF

E151 black PN

Flavourings/enhancers

E621 monosodium glutamate
E635 sodium 5 ribonucleotide

Sweeteners

E950 acesulfame K
E951 aspartame
E954 sodium saccharine

Preservatives

E211 sodium benzoate

Trans fats

Partially hydrogenated oils



Fish to Eat	Only from these areas - fished or farmed like this
Anchovy	Bay of Biscay
Bream, Gilthead (farmed)	Onshore production; Organic certified
Clam, Manila (farmed)	All methods
Cockles	Hand-gathered - MSC certified
Cod, Atlantic	North East Arctic or Iceland - MSC certified
Coley or Saithe	Iceland
Crab, Brown	Western Channel, Celtic Sea, Cornwall, Orkney, Pembrokeshire - Pot caught; Shetland - MSC certified
Dab	North Sea - Otter trawled, Seine netted
Haddock	North Sea, Skagerrak and West of Scotland, Iceland, North East Arctic - MSC certified
Hake, European	Cornwall - MSC certified
Halibut, Atlantic (farmed)	Onshore production
Herring or Sild	Cornwall; Irish Sea; MSC certified
Lobster, European	Jersey - MSC certified
Mackerel	South West England - Handline; EU & Norway (MINSAs)
Mussels (farmed)	Rope grown
Oyster, Native or Pacific (farmed)	Bottom & Suspension culture
Pangasius (farmed)	ASC certified
Pollock, Alaska	Bering Sea/Aleutian Islands, Gulf of Alaska - MSC certified
Pouting or Bib	All sources
Prawn, Coldwater or Northern	North Sea; MSC certified
Prawn, King or Tiger (farmed)	Organic certified
Salmon, Atlantic (farmed)	Organic certified
Salmon, Pacific	MSC certified or FAO based Responsible Fisheries Management (RFM) certified
Sardine or Pilchard	Cornwall - MSC certified
Scallops	Dive-caught; Shetland - MSC certified
Scampi or Langoustine	Irish Sea East; North Sea (Fladen Ground); West Scotland (Minches) - Pot caught
Seabass (farmed)	Onshore production
Sole, Dover or Common	Western Channel; MSC certified
Sprat	North Sea
Swordfish	Central & North West Atlantic - longline MSC certified; South East Pacific - Harpoon
Tilapia (farmed)	Zimbabwe; ASC certified; Onshore production
Trout, Rainbow (farmed)	Organic certified; Freshwater ponds
Tuna, Albacore	South Pacific - Longline MSC certified, Troll; North Pacific - Troll, Pole & line
Tuna, Skipjack	West Central Pacific & Indian Ocean - Pole & line, Non-FAD purse seine
Tuna, Yellowfin	East Pacific, East & West Atlantic - Troll, Pole & line
Turbot (farmed)	West Central Pacific - Pole & line, Handline, Non-FAD purse seine
Whiting	Onshore production
	Southern Celtic Sea & English Channel

Fish to Avoid
All deep sea species (e.g. Alfonsino, Blue Ling, Orange Roughy, Rabbitfish)
Eel, European
Halibut, Atlantic - wild
Marlin, Blue - Atlantic
Mullet, Grey or Thicklip
Prawn, King or Tiger - trawled or non-certified farmed
Ray, Sandy, Shagreen, Starry, Undulate
Salmon, Atlantic - wild
Seabass - wild
Shark, Angel, Porbeagle, Tope
Spurdog or Rock Salmon
Skate, Common, Longnose, Norwegian, White
Sturgeon (Caviar) - wild
Swordfish - Mediterranean
Tuna, Bigeye - Atlantic & West Central Pacific - Gill net, Longline, Purse seine
Tuna, Bluefin
Tuna, Yellowfin - Indian Ocean - Gill net, Longline, Purse seine
Whitebait
Wolfish

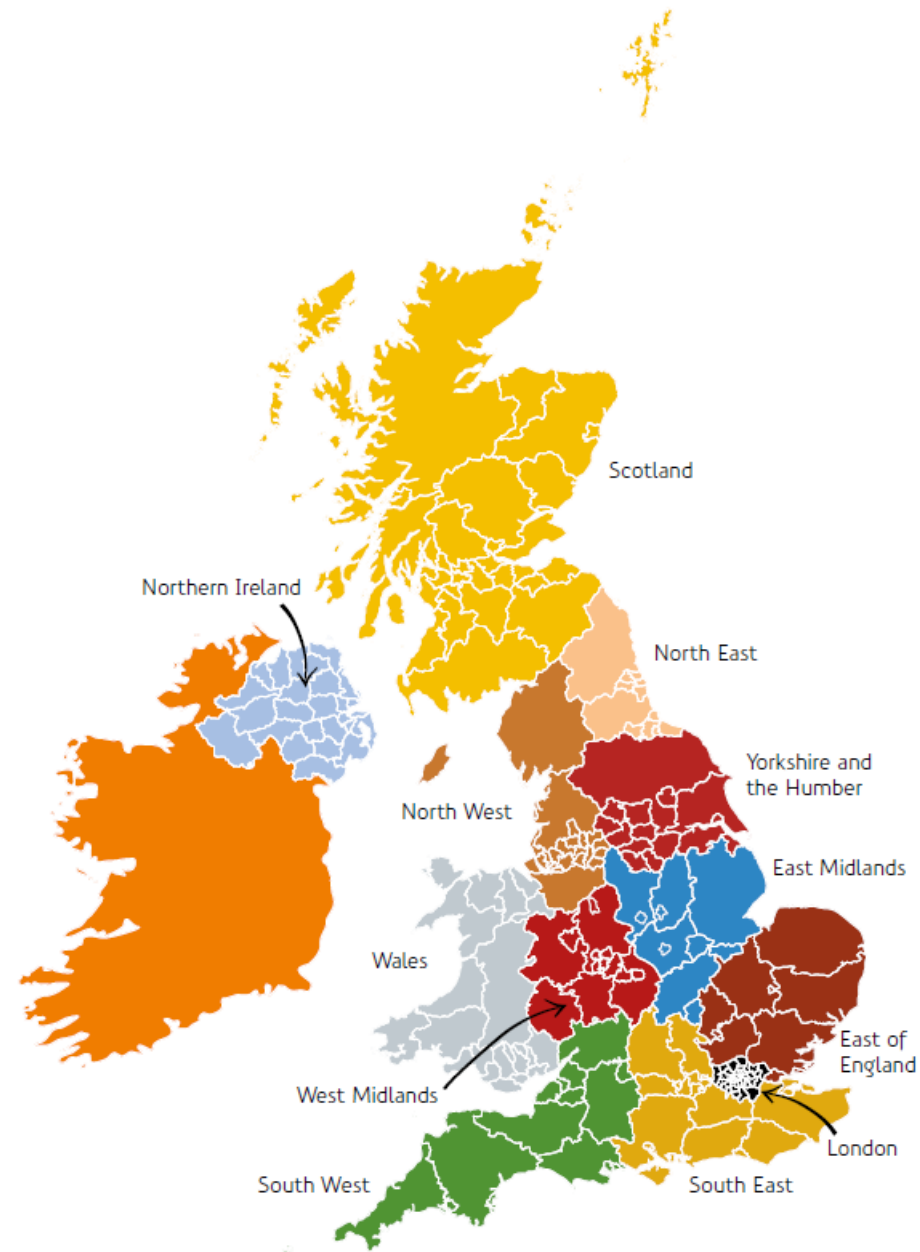
Would you eat an endangered species?

You wouldn't choose Bengal tiger, giant panda or black rhino from a menu would you? But you might just give common skate, Atlantic sturgeon, European eel or bluefin tuna a go - yet they're all just as threatened,





Silver and Gold awards
are assessed using a
points based system





- Meat-free day or equivalent
- Serving meat in moderation
- Minimising salt
- Cutting plate waste/support eating well
- Promoting meal take-up
- Healthy vending
- More than 50% bread is wholemeal
- Serving real bread
- Fruit cheaper than dessert (where sold)

AND ... NEW STANDARDS COMING SOON

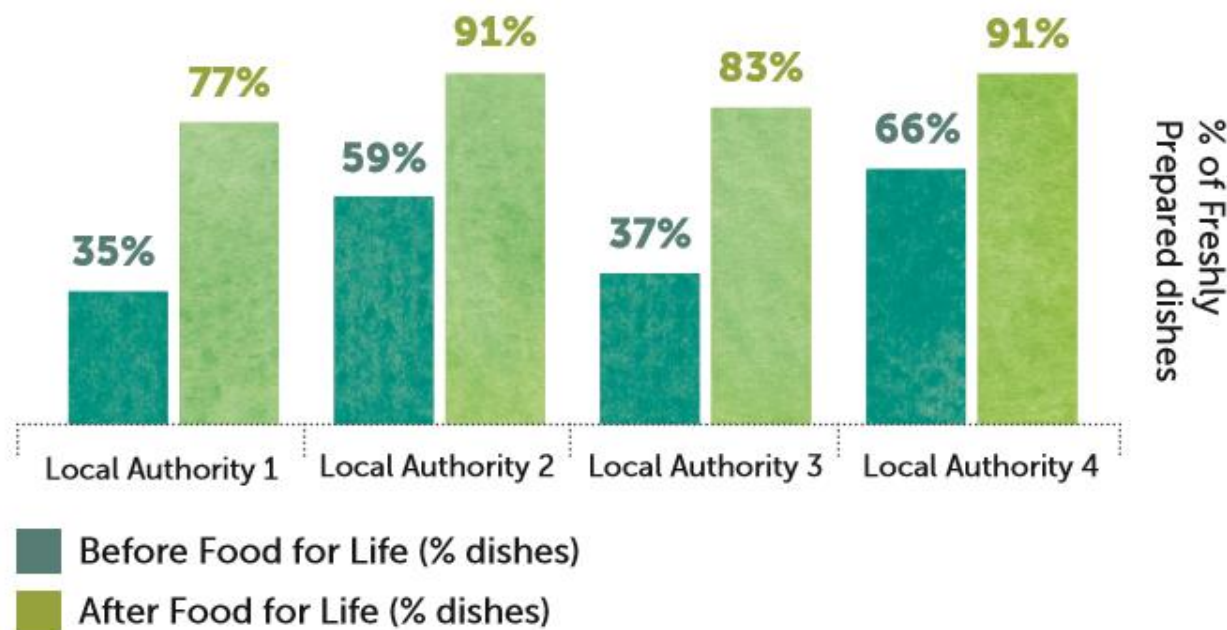


IMPACTS

HEALTH IMPACTS

- Increasing access to fresh fruit and vegetables
- 8,153 meals served each day to pupils in most deprived regions
- Wider community benefits

Food for Life Catering Mark certified meals mean more access to fresh, unprocessed food:



ECONOMIC IMPACTS

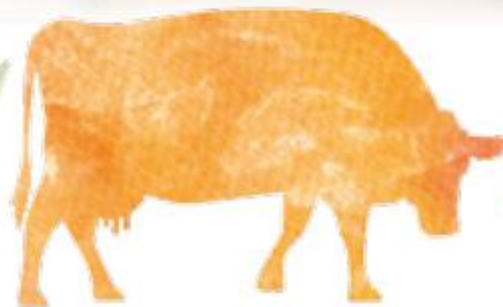
- £4.41 of social value for every £1 invested over 3 years
- Driving demand for Scottish produce
- Workforce skills and morale



SUPPORTING SCOTTISH SUPPLY CHAINS



THE SCOTTISH FARMER



THE CONTRACT SUPPLIER



THE PUBLIC KITCHEN

ENVIRONMENTAL IMPACTS

- Driving demand for organic
 - £600k organic spend
 - 169 places serving organic milk
 - 200 sites from 0% to 7% organic produce
- Sustainable fish increased by 10%
- More meat-free days



**Work with us and
help make good
food the easy
choice**





Q & A THANK YOU

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