



EAUC Annual Conference University of Leeds 23 – 25 March 2015

# CHALLENGING CONNECTIONS

Incorporating the Student Sustainability Summit, Further Education Sustainability Summit and Transformational Leadership Summit

## Workshop 6: Serving up Success: Sustainable Catering on Campus

*Leigh Farmer, Marketing Manager, Sustainable Restaurant Association*



@TheEAUC  
#EAUCConf15

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## Serving up Success: Sustainable Catering on Campus



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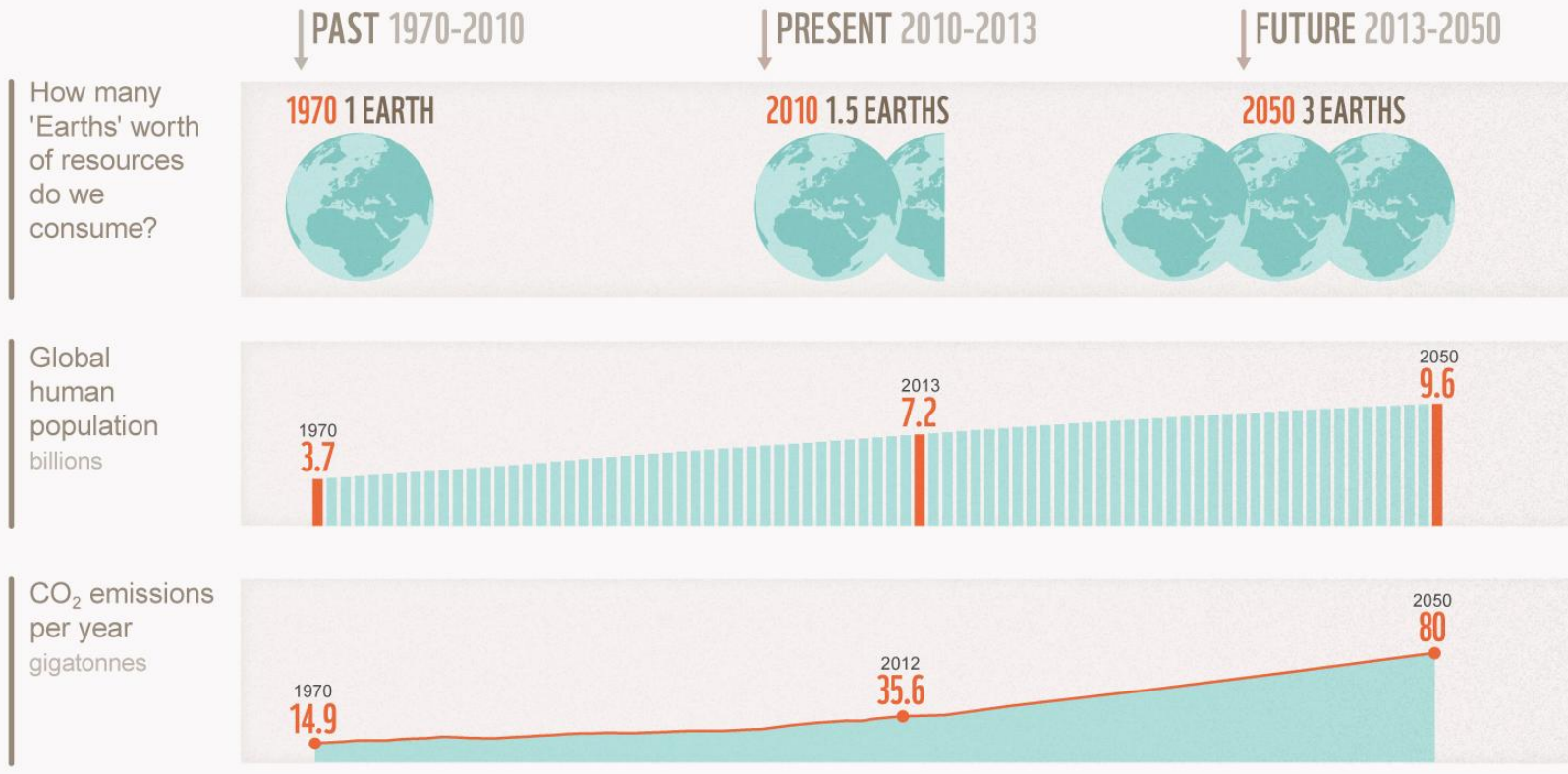
# Unsustainable



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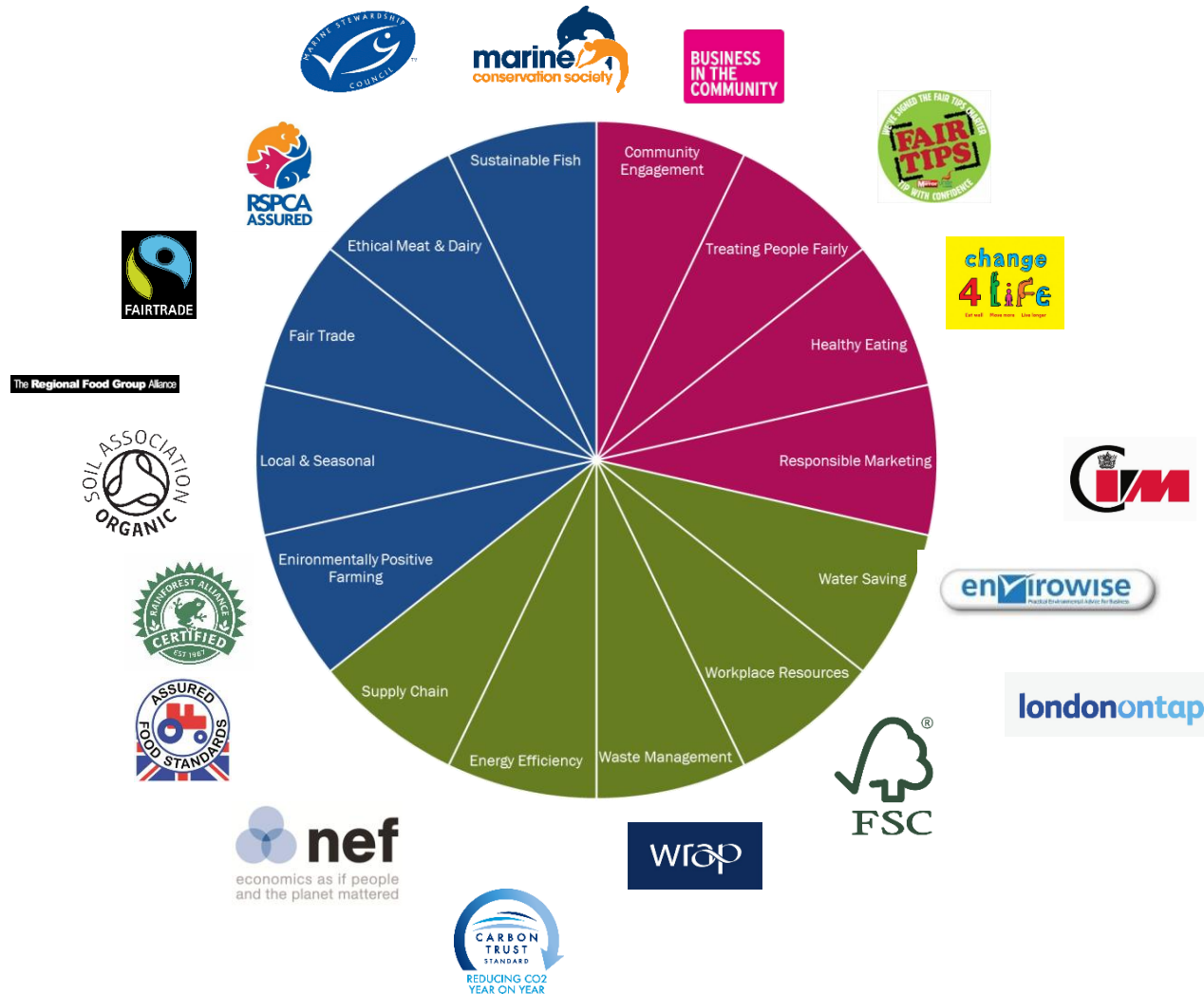
## OUR ECOLOGICAL FOOTPRINT



# It's a complicated picture



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# Eating Sustainably



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## OUR VISION:

To **secure food resources** for **future generations**, for  
the benefit of **people** and the **planet**.

## OUR MISSION:

To make **sustainability** part of the DNA of **every**  
**business preparing** and **serving food**.

# From planet to plate (and back again)



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## SOURCING



Environmentally  
Positive Farming



Local &  
Seasonal



Sustainable  
Fish



Ethical Meat  
& Dairy



Fair Trade

## SOCIETY



Community  
Engagement



Treating People  
Fairly



Healthy  
Eating



Responsible  
Marketing

## ENVIRONMENT



Water  
Saving



Workplace  
Resources



Supply  
Chain



Waste  
Management



Energy  
Efficiency

# People, Planet, Profit

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## *A triple bottom line approach*

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# Sustainable catering can save you money

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*Cutting food waste = higher profit margins + lower waste collection costs*

*Treating people fairly = lower staff turnover = lower training costs*

## ... What else?



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# Your customers care



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**ON AVERAGE** **80%**



**think it's important that a restaurant**



**serves sustainable fish**

(SRA 2014)



# Your customers care

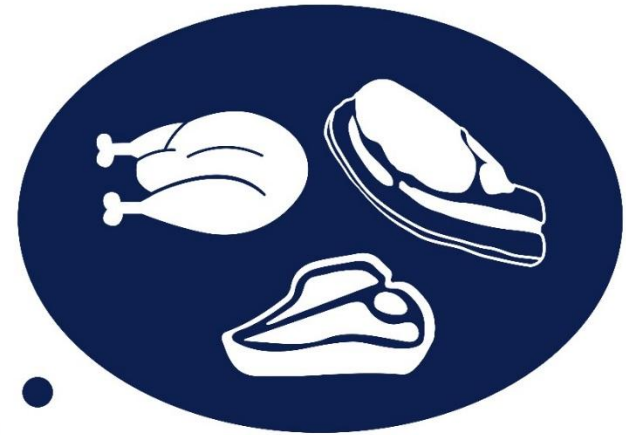


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**ON AVERAGE**  
**70%**

**believe restaurants  
should be serving  
free range meat and poultry**



(SRA 2014)

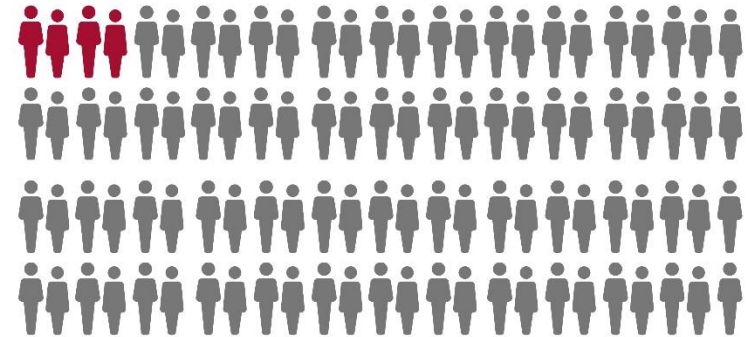
# Your customers care



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# ON AVERAGE JUST 4%



**don't believe that  
treating restaurant  
staff fairly is important**

(SRA 2014)

# Your competitors are taking action

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**BYRON**  
.....  
PROPER HAMBURGERS





# Serving up success at Plymouth University



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## SUSTAINABILITY WITH PLYMOUTH UNIVERSITY



Green Gown  
*Awards 2014*

AWARDING SUSTAINABILITY EXCELLENCE FOR 10 YEARS



Trading  
150%

Food waste  
1000%



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Too good to waste

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# Waste not want not



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**20 million tons of food  
IS WASTED**  
annually in the UK...

...that's the weight of



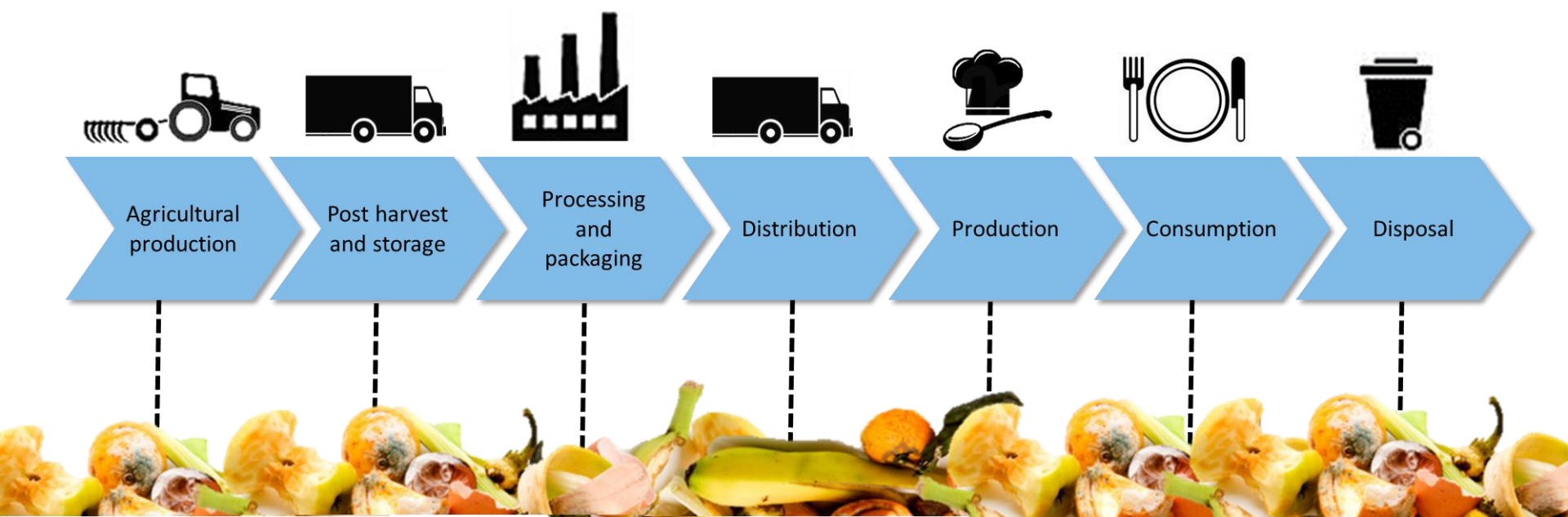
(DEFRA 2010)



# Where does food waste happen?



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# And in the sector



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**920,000 tonnes** or **1.3bn meals** of food is  
thrown away each year in the UK Food &  
Hospitality Services Sector



**Or...**

**1 in 6 meals served in the UK**



Use a curlier salad leaf for garnishes - they create the same volume on the plate, but use fewer leaves

**Category: Cafe, Hotel, Pub, QSR, Restaurant, Staff Restaurant, Fruit/ Veg / Herbs, Plate**



Using standard spoons and measures can help to ensure that portion sizes don't creep up

**Category: Cafe, Hotel, Pub, QSR, Restaurant, Staff Restaurant, Fruit/ Veg / Herbs, Plate**



Offer average portions of vegetables, with top ups if needed

**Category: Cafe, Hotel, Pub, QSR, Restaurant, Staff Restaurant, Fruit/ Veg / Herbs, Plate**



Use a piping bag for sides that can be creamed- e.g. potatoes and swede

**Category: Pub, Restaurant, Fruit/ Veg / Herbs, Plate**

Check out [www.foodsave.org](http://www.foodsave.org) for more



# Student engagement



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Source WRAP 2013

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Over 80% of students consistently believe that Sustainable Development should be actively incorporated and promoted by Universities

Source HEA & NUS 2013



# Scenario



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Your campus restaurant has a buffet. Students take one plate and eat it all. They come back for a second and most goes in the bin.

*What can you do?*



# Over to you...



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A couple of tips...

- ✓ Make it tangible
- ✓ Make it clear
- ✓ Make it matter

# Ideas



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# Thank you. Any questions?

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