



# Food for Life Served Here 2009 - 2019

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# Agenda

- Food for Life / Soil Association
- Catering Mark – 2009
- Impact in our 10<sup>th</sup> year
- Standards development
- What's happening next



## Soil Association

- The food system is broken
- Industrially farmed food means 'cheap food – but at what cost?

DECLINE OF FAMILY FARMS

DEFORESTATION

SOIL EROSION

CONTAMINATED SOIL

MORE GENETIC MODIFICATION

LABOUR ABUSES

PUBLIC HEALTH CRISIS

LOSS OF BIODIVERSITY

# Soil Association

- Farming for the future
- Good food for all

**More of the good stuff, less of the bad.**



**Know what's  
in your food**



**Fewer  
pesticides**



**Protect  
wildlife**



**GM is  
banned**



**Combat  
climate change**



# What is good food?

- A healthy and sustainable diet
- Quality food you can trust
- Eating together




## What is Food for Life Served Here?

- An accreditation from the Soil Association (the UK's leading food and farming charity)
- The stamp of approval for sustainable catering
- A fast track to CSR goals
- An easy route to support health and wellbeing from the kitchen



## What does it mean for the customer?

- A guarantee of ingredient provenance
  - A guarantee of more sustainable meals
  - A guarantee of healthier food
  - Knowing the Catering team is valued and engaged
  - Social return on investment of £3 for every £1 spent on FFLSH meals
- 



## What does it mean for the caterer?

- Improved relationship with suppliers
- Scrutiny of purchasing and levels of control on spend
- Providing evidence
- An annual inspection
- Staff training and engagement
- Being innovative and pushing boundaries







# Bronze

## Ingredients

- ✓ All eggs free range
- ✓ No genetically modified ingredients
- ✓ No undesirable additives or trans fats
- ✓ Animal welfare standards are met
- ✓ No endangered fish

## Practice

- ✓ 75% of dishes are freshly prepared
- ✓ Training for staff
- ✓ Free drinking water
- ✓ Nutritional standards for sector are met
- ✓ Suppliers have food safety standards in place

## Customers

- ✓ Menus meet dietary and cultural needs of customers
- ✓ Positive marketing about where ingredients have come from
- ✓ Seasonal ingredients are used and highlighted



# Silver & gold

## Environmentally Friendly & ethical food

- ✓ MSC
- ✓ Free range
- ✓ RSPCA assured
- ✓ Fairtrade
- ✓ Leaf Marque
- ✓ Organic

## Championing local

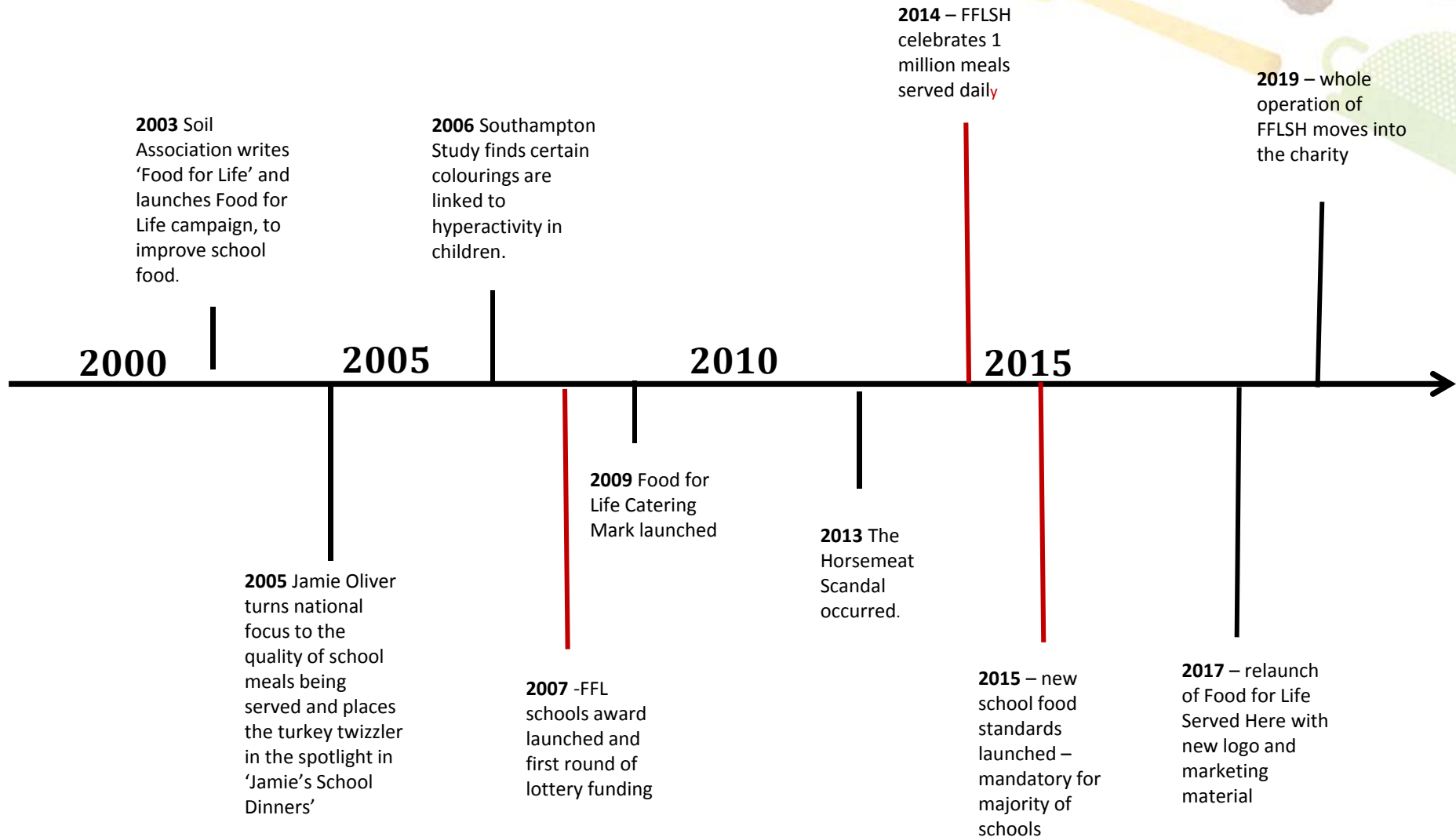
- ✓ Ingredients from your local area
- ✓ Ingredients from surrounding counties
- ✓ Ingredients from the UK

## Making healthy eating easy

- ✓ Sustainable palm oil
- ✓ Healthier options
- ✓ Minimise salt
- ✓ Cut plate waste
- ✓ Promote veg
- ✓ Real bread
- ✓ Serve fruit
- ✓ Healthy vending



# The Timeline





2009



2014



2017

A decorative border at the top of the slide features various icons related to food and agriculture. From left to right, the icons include a strawberry, a green leaf, a purple radish, a blue bowl with a spoon, a red watering can, a green potted plant, a blue spatula, a brown tractor, and a green textured mat.

## **2009 – Catering Mark – the beginning**

### **12 licensees**

- 3 early years
- 1 Hospital
- 8 schools

### **Serving 168,123 meals a day**

- Bronze - 80,789
- Silver – 57,592
- Gold - 87,334

**52% of overall meal numbers at silver and gold**

A decorative banner at the top of the slide features various icons related to food and agriculture. From left to right, the icons include a strawberry, a green leaf, a purple radish, a blue bowl with a spoon, a red watering can, a green potted plant, a blue spatula, a brown tractor, and a green cutting board.

## **2019–Food for Life Served Here - Now**

### **391 licensees**

- 17 workplaces
- 7 care homes
- 243 schools / EY
- 46 Hospitals
- 25 visitor attractions
- 53 Universities

### **Serving 2,072,055 meals a day in 10,690 sites**


- Bronze - 878,223
- Silver – 761,936
- Gold - 431,896

**57% of overall meal numbers at silver and gold**



## Meaning:

- UK Farm Assured meat – 1,864,849 meals daily
- Sustainable fish – 145,043 meals daily
- Free Range eggs – in all meals
- Reduction in meat served in meals – better quality purchased
- SROI - £3 for every £1 spent generated for the local economy



2.1 million  
FFLSH meals are  
served each day



## Organic Food – spend in FFL meals

- 2013/14 £7million
- 2014/15 £9 million + 28.5%
- 2015/16 £15 million + 66.6%
- 2016/17 £18 million + 20%
- 2017/18 £19.5 million + 8.3%



## Saving the planet from the ground up

- **No system of farming does more to protect natural resources** like fresh water and wildlife – 50% more wildlife is found on organic farms as well as 22% more bird species!
- **Is better for animal welfare!** Organic animals are truly free range and reared without the routine use of antibiotics and drugs
- **Is nutritionally different!** Research has found significant differences between organic and non-organic dairy and beef
- **Is free from** GM ingredients, hydrogenated fats, most artificial additives and preservatives
- **Has reduced exposure to pesticides** – over 320 pesticides can be used in non-organic food

35

UK bee species face extinction

64

different pesticide residues have been found on apples

10%

of UK greenhouse gas emissions come from farming



## Standards Development

- Moving from 30% of spend on organic and 50% on local produce at gold
- Ensuring national guidelines on food and nutrition are met – to our detriment at times
- All meat is UK Farm Assured –discussions on whole supply chain certification
- New MHEE standards after consultation
- Meeting Sustainable Development Goals and Balanced Scorecard with GKS



# Green Kitchen Standard

Developed with the  
Carbon Trust



- Showcase existing good practice in the areas of energy, water and waste management
- To support a journey of continuous improvement in environmental management – a step by step framework
- A supportive visit to get you started on the framework and gather points for your kitchen operations.

# Sustainable Development Goals



# A Plan for Public Procurement: DEFRA's Balanced Scorecard

QUALITY AND VALUE				
COST	SERVICE			
	PRODUCTION	HEALTH & WELLBEING	RESOURCE EFFICIENCY	SOCIO-ECONOMIC
REQUIREMENTS/AWARD CRITERIA CATEGORIES				
SUPPLY CHAIN MANAGEMENT	NUTRITION	ENERGY	FAIR & ETHICAL TRADE	FOOD QUALITY
ANIMAL WELFARE	FOOD SAFETY & HYGIENE	WATER	EQUALITY & DIVERSITY	CUSTOMER SATISFACTION
ENVIRONMENT	AUTHENTICITY & TRACEABILITY	WASTE	INCLUSION OF SMEs	
VARIETY & SEASONALITY			LOCAL AND CULTURAL ENGAGEMENT	
			EMPLOYMENT SKILLS	

# Coming up:

- New on-farm training
- On-line training launching in July 2019
- 10 year celebration and awards event in November
- FFLSH Impact report
- Merging all of FFLSH operations into charity
- New FFLSH brand awareness campaign

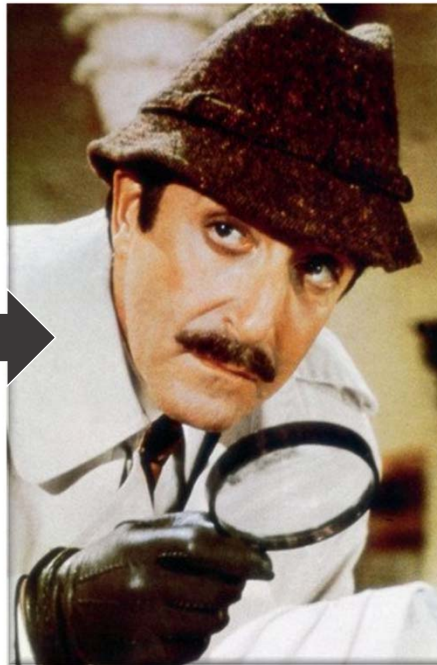


# Still Based on:

Application



Inspection



Award





## Early Adopter - Bronze

*'Kids tastes have changed – 10 years ago we were asked for pizza and burgers, now traditional roasts and cottage pie are definitely the favourite – I put it down to the fact that children no longer get this food at home and are living off fast food so a proper dinner is a change and essential in my eyes'*





## Early Adopter - Bronze

*'10 years ago we couldn't have had a meat free day – we now have one a week and are looking to introduce two. Parents are much more receptive to this and it depends how you promote it – we buy better quality local meat so can't afford to use as much and that's understood'*



## Early Adopter - Gold

*'We've moved from Bronze to Gold and by intelligently purchasing, there has been no significant increase in cost. We use Organic beef, milk, wholemeal flour, gluten free organic pasta and noodles. Our chicken is either Organic or Free Range as a minimum wherever possible. Pork is Outdoor Reared. Eggs are always a minimum of free range. We work with suppliers to use seasonal produce, locally sourced again wherever possible.'*



## Early Adopter - Gold

*'Food for Life has transformed our school menus, our catering service and our procurement agreements and this continued accreditation is real testament to the hard work and commitment shown by employees and suppliers to deliver the very best for the young people'*