



 Bee happy!
healthy soil,
people and planet

seasonal
ORGANIC
SUSTAINABLE
free range
LOCAL
traceable
healthy



meat that can
be traced back
to the farm

Supports our
communities

freshly prepared
food (and no nasty
additives)

FRESH FOOD
YOU CAN TRUST

www.sacert.org/catering

Food for Life Catering Mark



- A voluntary set of independent standards
- Inspected annually – quality assurance and integrity
- A clear framework for sustainability, local procurement and health
- Technical and Supply chain support
- Marketing and PR support
- Celebration and reward

FRESH FOOD YOU CAN TRUST

Soil Association - 1946



Soil Association

healthy soil. healthy people. healthy planet



The Soil Association was founded in 1946 by a group of farmers, scientists and nutritionists who observed a direct connection between farming practice and plant, animal, human and environmental health.

Today, we are the UK's leading membership charity campaigning for healthy, humane and sustainable food, farming and land use. We have over 150 staff based in Bristol and Edinburgh and working as certification inspectors across the country.

Recent developments



170 million Catering Mark meals are served every year

5 Hospitals serve Catering Mark meals, with **68 more** expressing interest in the last 2 months



5,500 schools serve Catering Mark-awarded meals to their pupils

Awarded workplaces include: DEFRA, PepsiCo, Walkers, London Fire Brigade, Sainsbury's, Scottish Parliament, Jaguar LandRover.



28 care homes now awarded

Over **a third of** UK universities have applied for the award for halls and canteens



Over **300** nurseries have achieved a Catering Mark

Catering Mark in Wales



Over **1.5 million** Catering Mark meals are served every year

The National Assembly of Wales



Over **70 schools** in Flintshire

1 Hospital St Josephs in Newport



Over **half of** the universities in Wales have applied

4 children's nurseries have achieved a Catering Mark



Also working with Welsh Government Offices, three Welsh Museums and three RSPB sites

Catering Mark benefits



- **Independent assessment and endorsement**
- **Quality assurance, ingredient traceability**
- **Increasing meal uptake – proven impact**
- **Meeting objectives for health and economy**
- **A powerful marketing tool - reassures customers**
- **Genuine Corporate Social Responsibility**
- **Demonstrate investment in local economy**
- **Marketing/communications support from Soil Association**
- **Supply Chain support and staff training**



Integrity and reassurance



THE Herald

Plymouth City Council and Derriford Hospital get assurances of no horse meat in city food supply



“Our Education Catering Service is proud to hold the Soil Association's Gold Catering Mark”

Food for Life Catering Mark



Bringing together the issues people care about:

- Freshly prepared with quality ingredients
- Local sourcing – seasonality
- Committed to higher animal welfare and traceability
- Food that is better for the environment
- Traceability and Third Party approval from independent assessors

Bronze Catering Mark



Fixed Standards- to be met by all

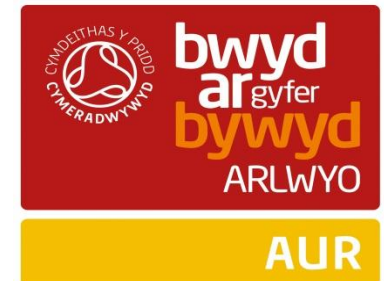
- ✓ No undesirable additives or trans fats
- ✓ 75% freshly prepared
- ✓ Meat farmed to UK welfare standards
- ✓ Eggs from cage-free hens
- ✓ Seasonal menus
- ✓ Training for all catering staff
- ✓ No GM ingredients
- ✓ Free drinking water prominently available
- ✓ No endangered fish
- ✓ Information on display about how food is produced
- ✓ Meet Government nutrition guidelines for your sector (if applicable)
- ✓ Suppliers have been verified to ensure they apply appropriate food safety standards
- ✓ Menus provide for all dietary and cultural needs



Silver and Gold Catering Mark

Points based system for recognising continuous improvement and excellence

1. Sourcing ethical and environmentally friendly food
2. Championing local producers
3. Making healthy eating easy



Silver and Gold Catering Mark



Standards

1. Sourcing ethical and environmentally friendly food

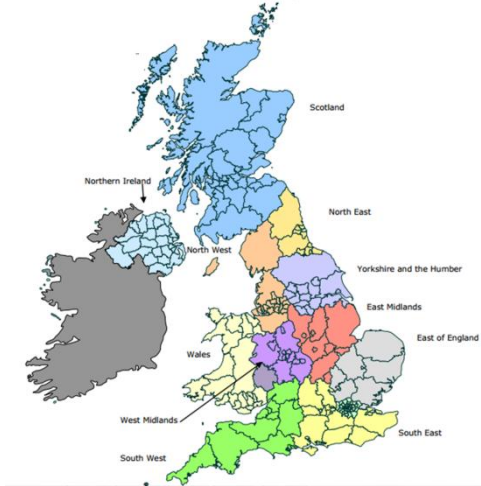


Silver and Gold Catering Mark



Standards

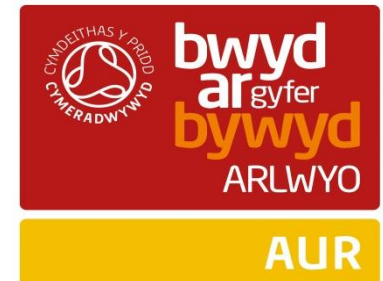
Championing local producers



- Serving primary commodity (raw ingredients) food items **produced in the UK**, above the national average of 59%
- Serving food **produced in your region** or adjacent county



ARIAN



AUR

Silver and Gold Catering Mark



Making healthy eating easy

- Meat-free day or equivalent
- Steps to serve meat in moderation
- Steps to minimise salt
- Actions to cut plate waste/support eating well
- Actions to promote meal take-up
- Actions to support eating well
- Monitoring against food & nutrient-based standards
- Healthy vending
- >50% bread is wholemeal or granary
- Making or sourcing Real Bread
- Fruit cheaper than dessert (where sold)



ARIAN



AUR



“The Catering Mark Supplier Scheme is a great opportunity to bring caterers and suppliers closer together.”

Mark Davies, ISS Education

In summary



- Step-wise Award – achievable and rewards best practice
- Brings together key issues of health, sustainability and local economy
- Supporting caterers and suppliers to increase the access to fresh, healthy, sustainable food.



Supporting, Rewarding and Celebrating achievement

