A Greener Festival – Green Events and Innovations

Festival Food

Ethical Eats and Food Legacy 2012
What is Sustain?

• Sustain: the alliance for better food and farming
• Advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture and promote equity.
• Represent around 100 national public interest organisations working at international, national, regional and local level.
• Ranging from Compassion in World Farming, British Heart Foundation, FareShare, Freedom Food, WWF, FOE, British Beekeeping Trust, Pesticides Action Network, RSPB, Soil Association.
Ethical Eats is a network of London restaurants and catering businesses that care about sustainability

We help businesses identify practical steps towards becoming more sustainable, share their experiences of doing so, and promote their good work. We organise workshops tackling slippery issues such as sustainable fish and food waste, and run ‘meet the producer’ events and visits to local farms. We also campaign for better practices.

what we do »

The Local Food Finder
A simple-to-use tool to help restaurants and caterers find local producers and suppliers

What you can do
From food waste reduction to top fish swaps, advice and tools to improve your restaurant

What is sustainable food
Our suggested good food guidelines for restaurants, cafes and caterers

Get in the loop – it’s FREE!

- Businesses: If you are a restaurant, cafe or caterer interested in joining the Ethical Eats network we would love to hear from you! Get in touch to find out how we can help make your eats more ethical. Contact kelly@sustainweb.org or duncan@sustainweb.org; or ring us on 020 7837 1098

Sign up to the Ethical Eats email bulletin

Please enter your email address below and click ‘sign up’
What is Sustainable Food?
What is sustainable food?

The 7 principles...

1. Eat the seasons!
2. Support environmentally friendly farming
3. Serve less meat – and buy the best
4. Seek out sustainable fish
5. Choose Fairtrade
6. Don’t bottle it
7. Serve up well-being

www.sustainweb.org/sustainablefood
Standards of production

Sustainable Fish

Overfishing

Biomass of table fish in 1900

(map: V. Christensen, SAUP)
Sustainable Fish

Overfishing

Biomass of table fish in 1999 (map: V. Christensen, SAUP)
What’s happening on the High St

Sainsbury’s  Waitrose  The co-operative  YOUR M&S

★ PRET A MANGER ★

wahaca  mexican market eating

★ MCDONALD’S ★
"Our vision aims to seize the opportunity to use the transformational power of the Games to celebrate and promote the variety and quality of British regional food; to inspire lasting, positive and sustainable change in the event, catering and hospitality sectors, and to contribute to the growing public agenda on healthy living."

Extract from the London 2012 Food Vision
During the course of the Games, more than 14 million meals will be served, across 40 different locations

• 31 competition venues
• 955 competition sessions
• 160,000 workforce
• 23,900 athletes and team officials
• 20,600 broadcasters and press
• 4,800 Olympic and Paralympic Family
• 9 million ticket sales
• 14 million meals
Food quantities to be served in the Olympic Village (24,000)

- 25,000 loaves of bread
- 232 tonnes of potatoes
- More than 82 tonnes of seafood
- 31 tonnes of poultry items
- More than 100 tonnes of meat
- 75,000 litres of milk
- 19 tonnes of eggs
- 21 tonnes of cheese
- More than 330 tonnes of fruit and vegetables
The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) is the first Games organiser to publish a food vision setting out the benchmark standards for the food served at the Games.
Olympics benchmark standards

- Fruit and vegetables Red Tractor Assured, UK Grade 1 or 2 (where Grade 2 relates only to appearance). Where available, British, seasonal and of high quality
- Beef, lamb, veal, mutton British Red Tractor Assured
- Free Range Eggs
- Poultry (chicken, turkey, duck etc) British Red Tractor Assured, Across the Games a minimum of 25% RSPCA Freedom Food Certified chicken will be available.
- Pork products (pork, ham, bacon, sausages) British Red Tractor Assured, the Games a minimum of 25% RSPCA Freedom Food Certified pork will be available.
- Fairtrade Tea, Coffee, Sugar, Chocolate & Bananas
- Fish and seafood All demonstrably sustainable
- Zero waste direct to landfill during Games time
- 70% waste reused, recycled
So where does Food Legacy fit in?
Events organisers such as the Greater London Authority and Thames Festival have already committed to the standards set out in the London 2012 Food Vision. Inspired by that Vision, the Food Legacy programme has been established to encourage other caterers and events organisers to follow suit.
## Will my customers love me?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Important issue</th>
<th>Actively seeking</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Welfare: Eggs</td>
<td>76%</td>
<td>65%</td>
<td>Percentage of households UK*</td>
</tr>
<tr>
<td>Animal Welfare: Chicken</td>
<td>76%</td>
<td>50%</td>
<td>Percentage of households UK*</td>
</tr>
<tr>
<td>British Seasonal</td>
<td>67%</td>
<td>72%</td>
<td>Percentage of households UK*</td>
</tr>
<tr>
<td>Healthy Balanced Diet</td>
<td>81%</td>
<td>82%</td>
<td>Percentage of households UK*</td>
</tr>
<tr>
<td>Ethical Production</td>
<td>65%</td>
<td>29%</td>
<td>Percentage of households UK*</td>
</tr>
<tr>
<td>Sustainably Sourced Fish</td>
<td>70%</td>
<td>30%</td>
<td>Percentage of households UK*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>% of consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is very important fish is from a sustainable source</td>
<td>79%</td>
</tr>
<tr>
<td>Aware of Fairtrade</td>
<td>70%</td>
</tr>
</tbody>
</table>

*DEFRA Attitudes and behaviours around sustainable food purchasing published 2011  
** WWF European Citizens poll published 2011  
*** TNS OmniBus for Fairtrade Foundation published 2008
UK ethical spending at an all-time high

- Consumers in the UK are spending more than ever on ethical products, despite the recession. The Co-operative Bank’s Ethical Consumerism Report 2011 suggests that while the economic downturn has seen many consumers tightening their purse strings, sales of eco-friendly and ethical products in Britain have risen by 8.8% since 2010.

What do festival-goers want?

• Survey of 1000 people using Toluna.com on behalf of Sustain
• 320 respondents had attended a festival in the last five years
Do you think festival organisers should ban the sale of endangered/environmentally damaging fish and seafood?

Source: Toluna.com
Given the choice between eggs from free-range hens, and eggs from hens living in a cage, what would you choose at a festival?

Source: Toluna.com
Given the choice, do you prefer to eat meat from animals raised to higher welfare standards (in better living conditions)?

Source: Toluna.com
Are you willing to separate your waste into different bins if they are provided? (For example: food waste, plastic, cans)

Source Toluna.com
Over to our panel....
Panel members

• Lucy Frankel – Vegware & Food Waste Network
• Petra Barran – Founder Eat St Collective
• Lisa Drabble – Squid & Pear Event Caterers
• Hugh Smith – London Remade Solutions
• Claire Pritchard – Greenwich Co-operative Development Agency
• Rob Scully – Croissant Neuf Festival
• Barney Crockford – Thames Festival
Topics for Panel Discussion

- How do you identify a sustainable cater?
- Creating and enforcing a policy
- Encouraging local sourcing
- Dealing with waste
How to tackle

• Find out what you are serving now
• Decide as an organisation what your priority areas are
• Put a policy in place (we can help)
• Tackle issues one at a time – the ‘journey’ cliché!
• Tell your attendees what you are doing
Sustainable Festival Food Workshop
Tuesday 25 April
New Covent Garden Market

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