



# Driving sustainable diets.

## The Role of foodservice

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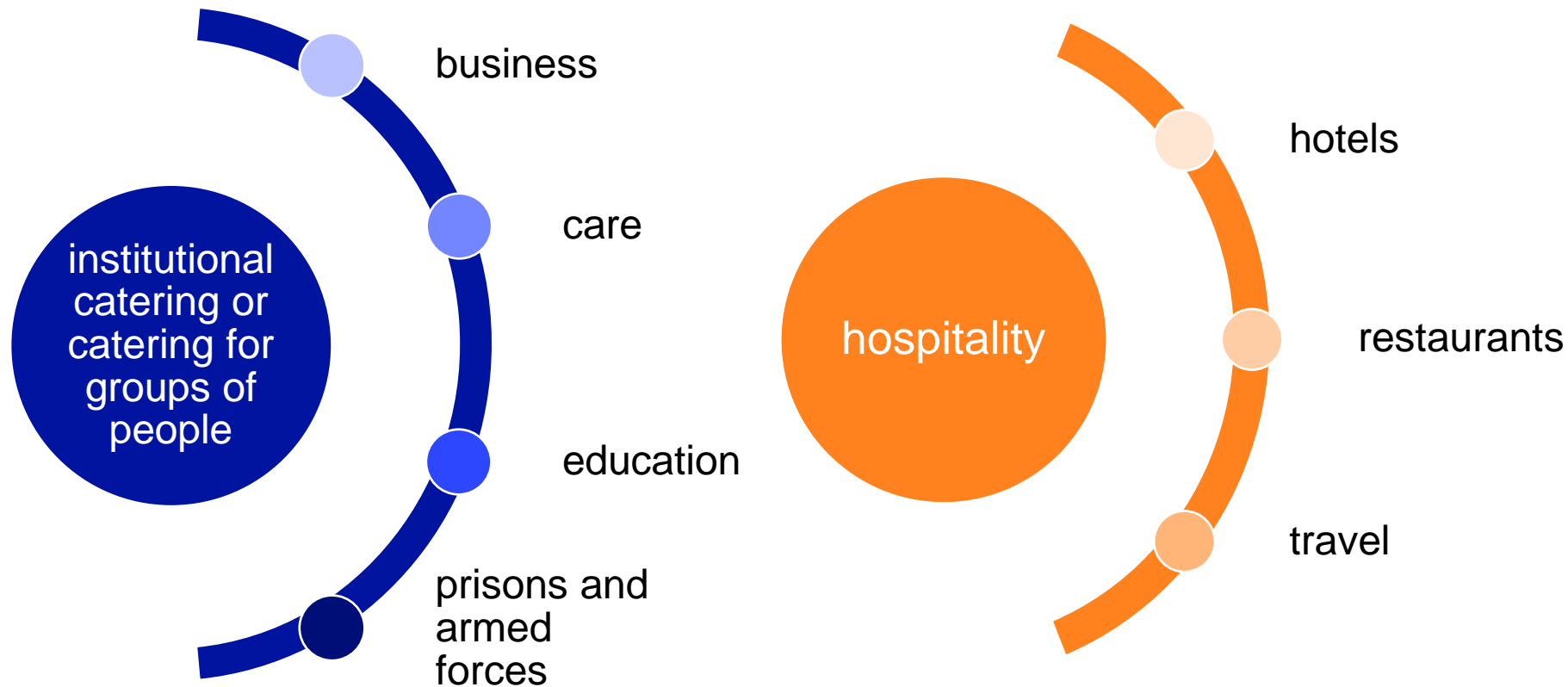


# Intended Learning Outcomes

After this lecture students should be able to:

1. Classify foodservice operations.
2. Identify issues relevant to sustainable development in the foodservice context.
3. Using food as an entry point, examine new foodservice operations regarding their transformation potential.

# Catering and Hospitality



# Sustainability in Horeca

## Input

- energy →
- water →
- air →
- energy, air, water →
- food →
- non-food articles →
- people →
- furniture, appliances →
- real estate →
- financial resources →

## Food Service Operation

## Output

- → fuel use, emissions
- → waste water
- → waste air
- → heat & refrigeration
- → meals, leftovers, fryer oil
- → packaging, containers
- → development?  
(health, well-being, skills)
- → construction & demolition waste
- → profit, loss, debts

Source: Roehl & Strassner (2012)

# Food Quality and Origin

e.g. the City of Munich's requirements of caterers

- Minimum 10% of all food in organic quality
- Minimum 30% of all food from local production
- Minimum 30% of all animal food or a single animal species with animal welfare standard
- Marine fish exclusively in MSC\* quality
- Coffee and tea exclusively in fair trade quality

\* Marine Stewardship Council

Source: Strassner & Roehl (2016)



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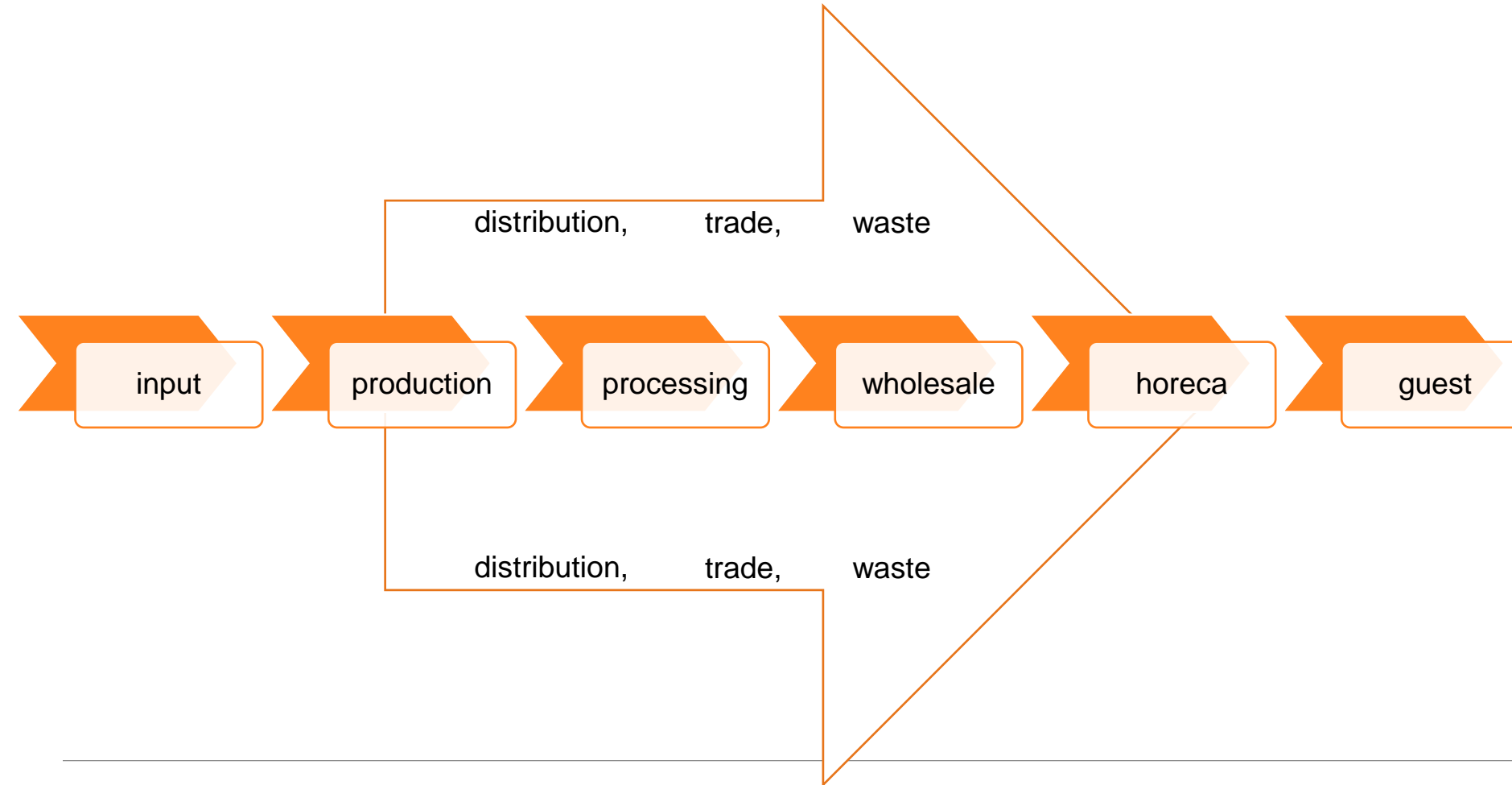


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# Using organic as a model

Following organic through the value chain



# Södertälje Municipality in Sweden



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- 91 municipal restaurants in schools, kindergartens, elderly homes
- 24.000 meals served every school day
- 60 % organic by 2016
- at no increased cost per meal
- Best School Meal Award in Sweden (2014-2015)

Source: Beras (2013), Hertwig (2016)



# Seoul Municipality in South Korea



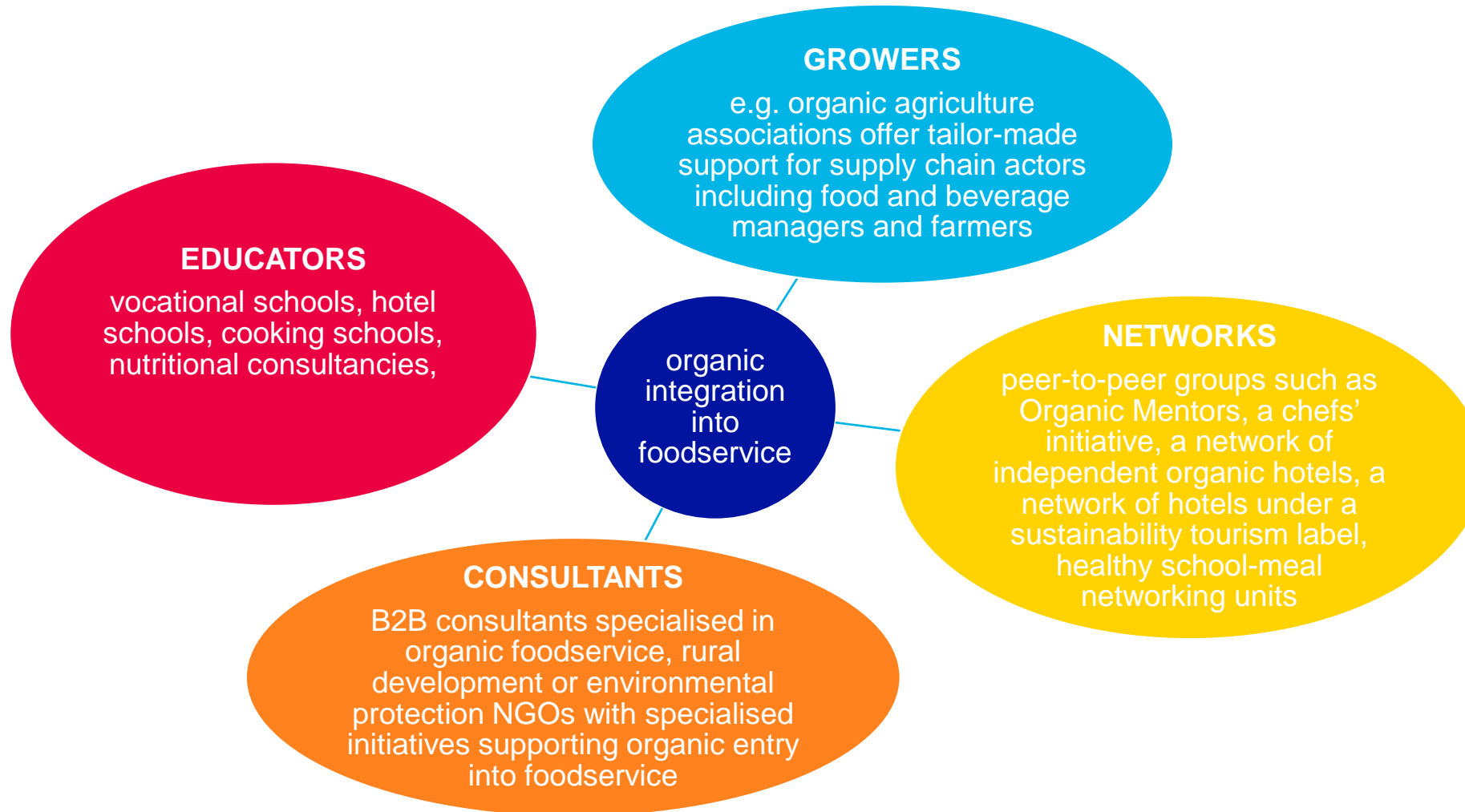
- Products from EFA – environmentally friendly agriculture
- October 2008: launch organic school meals
- March 2009: pilot with 62 schools
- March 2015: 723 schools
- Built 3 logistics centres (27,5 million USD)

Source: Sohn (2016)





# Supporting environment



# Integration of organic goals ...

... in different languages around the world ...

... can be found in:

- nutrition societies' quality standards;
- procurement guidelines;
- recipes and cookbooks for professionals;
- educational materials.



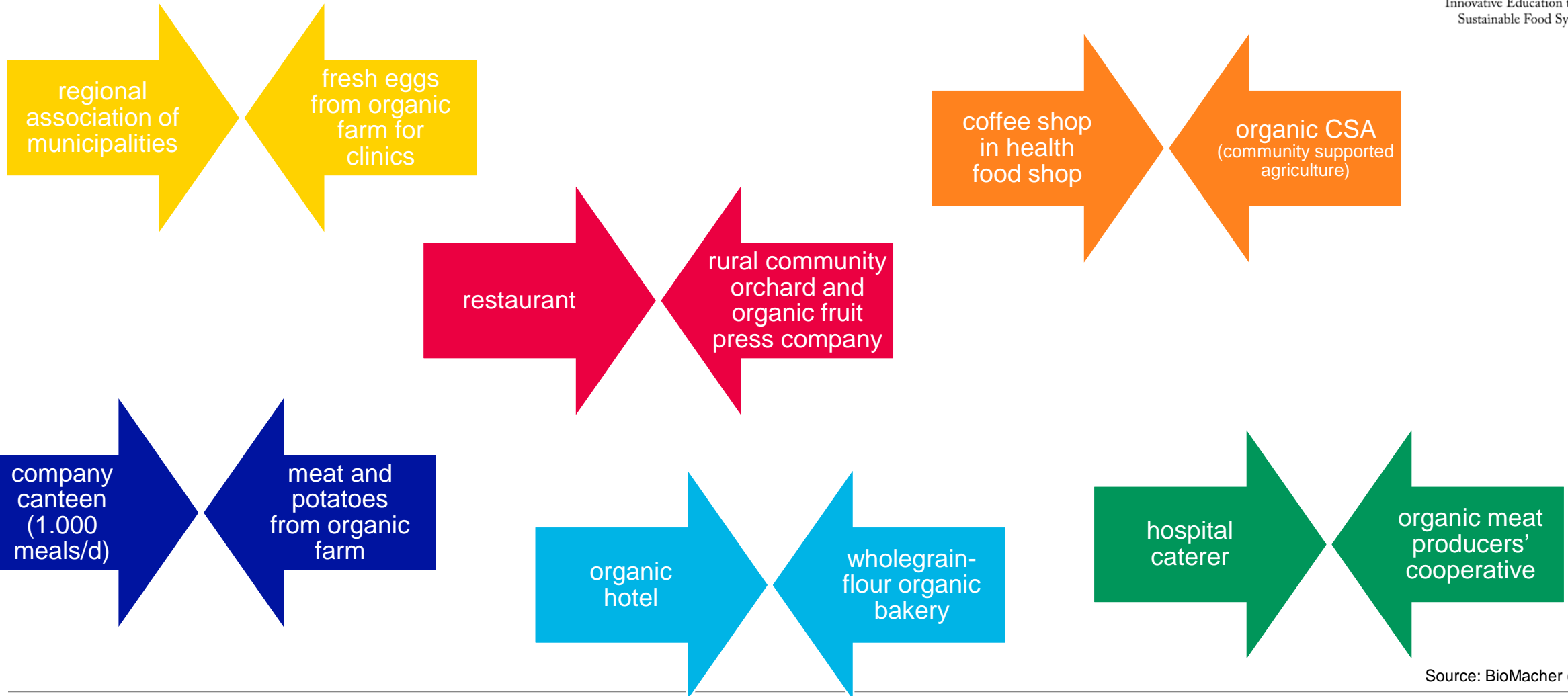
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# Direct Horeca - Producer Partnerships



Source: BioMacher (2017)

# Standards and Certification

Some examples which include organic food criteria:

- BIO HOTELS Association
- Kessel Certificate
- Sustainable Restaurant Association
- The Green Key
- Steinbock-Label
- ehc – eco hotels certified
- LEAF – Leaders in Environmentally Accountable Foodservice



# Challenges and future work

(1) The (changing) social practice of eating.



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# Challenges and future work

## (2) Data definition difficulties & data availability.



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# Summary

1. The introduction of organic and sustainable goals can act as a change agent.
2. Case studies tell stories about sustainable foodservice champions and practice (places).
3. Foodservice plays a central role in driving sustainable diets and has a role in the co-creation of a better food system.



# Thank you!

See paper:

Strassner, C., Bügel, S.G., Hertwig, J., Kahl, J., Nuutila, J., & Paoletti, F. 2016. The role of sustainable HORECA for sustainable lifestyles – identification of challenges and future work. In Sustainable value chains for sustainable food systems – A workshop of the FAO/UNEP Programme on Sustainable Food Systems, pp. 245–262. A. Meybeck & S. Redfern, eds. Rome, FAO.

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