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Discussion on lecture 6
[Marianne Erichsen](#)

11 Jun at 8:04
38

Here are some questions and exercises I propose for students after the lecture FOODSERVICE:

- (research and) present an example of an "OOOH" (Organic Out Of Home) operation in your country/town
- what kind of operation is it (using the categories explained)
- how is organic integrated?
- and how can food services work towards - and be part of a sustainable diet?

What are your thoughts on these issues? I look forward to reading your replies.

This topic was edited by [Carola Strassner](#)

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<https://absalon.ku.dk/courses/21676/users/157325>
[Magdalena Theresa Becker](#)

<https://absalon.ku.dk/courses/21676/users/157325>

12 Jun 2017

⚙️

I´m living in Münster in Nordrhein-Westfalen. In Münster we have some restaurants and cafés that attach great importance on organic and sustainability. In our shopping mall for example, we have a snack bar called BIO to Go. BIO to Go is a hospitality operation, because it serves individual persons.

The snack bar offers healthy and organic alternatives to snacks and foods you get in the city centre (like fries or hot dogs..). BIO to Go has a daily changing menu with different kinds of fresh salads, soups and curries. They also offer fruit smoothies and yoghurts with fruits. You can eat the dishes at some tables which the snack bar provides, or take them with you. The target group of BIO to Go are people who don´t have much time (f.e. people who have lunch break or are on a shopping tour). They need there food fast, but still want to eat something fresh and healthy.

BIO to Go serves exclusively organic foods. It belongs to the organic supermarket Superbiomarkt, that is located right next to the snack bar. The dishes are prepared out of products that are sold in the supermarket. This concept is great, because it helps to reduce the amount of food waste of the supermarket. Very ripe fruits for example that are still fine, but can´t be sold in the supermarket anymore, can be used for the preparation of the fruit smoothies.

I think that providers of food services have many options to work towards a sustainable diet. Some are easier to implement than others. Every provider has to decide, which options can be realized in the own company. I think it´s usefull to be creative at this point.

A great option would be for example to adapt the offer of dishes to seasonal or regional/local available food. Another possibility that isn´t to hard to implement, is the use of ecofriendly materials (f.e. recyclable sanitary paper, eco-friendlich dish liquids and soaps..).

More ideas:

- use of green electricity

- higher percentage of vegetarian dishes in the menu
- exclusive use of organic products
- employee training for sustainable behavior (avoiding waste, saving energy..)
- use of fair trade products
- concept for the utilisation of food leftovers (f.e. donation, good planning of grocery shopping, offer of smaller portion sizes for small hunger..)
- cooperation with local farmers and producers (f.e. bakerys)

...just to name a few.

Greets from Magdalena

 <https://absalon.ku.dk/courses/21676/users/155596> 

<https://absalon.ku.dk/courses/21676/users/155596>

17 Jun 2017

Thanks, Magdalena, that's a very nice example. I agree that foodservice operations have many opportunities to do something or get involved, though each will have its restricting context to consider.

Kind regards, Carola

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 <https://absalon.ku.dk/courses/21676/users/158003> 

<https://absalon.ku.dk/courses/21676/users/158003>

13 Jun 2017

I would like to present an organic out of home bakery from my hometown Würzburg. The "Vollkorn Bäckerei Köhlers" (fullcorn bakery Köhlers) is both a bakery and a restaurant. It belongs to the hospitality operations.

The bakery has a very wide offer. They not only serve organic and only fullcorn bakery products (e.g. bread, buns, pasteries etc. but also daily changing dishes, salads, soups and piquant snacks. The offers promote a big target group (e.g. take away and restaurant).

All products are 100% organic. The majority of the used commodities are from regional farmers or providers. The daily meals are all vegetarian and full-fledged.

The fair trades are another important party of "Köhlers" philosophy. Fair handling with the organic farmers and providers and also fair payment for the employees.

Magdalena already mentioned many facts of how food services could be a part of a sustainable diet. For the "Köhlers Bakery" the creating of a leftover concept and the implementation of eco-friendly material could be a next step to become more sustainable.

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17 Jun 2017

Hi Eva-Maria

Thank you for the nice example. I had a look at their website - they are very open about photos from the production site, their certificates and more. I did not check where their location is with respect to the city centre or pedestrian traffic. What about some additional ideas? Do you think that making it easy to come by bicycle, e.g. by putting up bicycle stands outside the bakery/restaurant, might be an idea for their operation?

Hope you did not feel too homesick! Best wishes, Carola

<https://absalon.ku.dk/courses/21676/users/158003>



<https://absalon.ku.dk/courses/21676/users/158003>

17 Jun 2017

Hi Carola,

the main shop of the bakery is located in the city centre. They actually already have many bicycle stands right outside their shops. ;)

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14 Jun 2017

At the beginning when I started to look an example of an OOOH in my hometown. I did not find any businesses that would offer in publicly organic food. But after some time, I did find from the Estonians Veterinary and Food Board organic catering operators list. At the moment there are 28 members (kindergartens, schools, restaurants, hotels, cafes, shop-cafe) from all over Estonia. But I think that there are much more organic food providers. They just don't mention it to the customers. The raw material is 80-100% organic, it is local or Fair Trade. In my hometown, (after a thorough investigation) organic food provider is restaurant Atlantis. It belongs to the hospitality operations.

Magdalena and Eva-Maria already mentioned many facts of how food services could be a part of a sustainable diet. I would add to this list one idea, what I saw on the TV. Leftover food from shops - restaurants or cafes could gather it and prepare something good from it. That's how we can also reduce food waste.

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<https://absalon.ku.dk/courses/21676/users/155596>

17 Jun 2017

Hi Mariana

That's an interesting observation, about operators maybe not mentioning it to the public. Any ideas why that could be? And any further ideas on whether it would be a good idea or not (to communicate this)? Good on you for mentioning food waste - such a big issue!

All the best, Carola

<https://absalon.ku.dk/courses/21676/users/157252>



[Mariana Maante](#)

<https://absalon.ku.dk/courses/21676/users/157252>

27 Jun 2017

Hi Carola

In Estonia, operators can use an organic certificate. The conditions for its use have been very complicated and the requirements are strict. Therefore, many operators have used the organic raw material for many years in their dishes without informing the consumer about it separately. Different signs have now been developed that can be used in a simplified manner. Thanks to that organic foods are more visible to consumers in the near future. I think that it is a good idea to communicate this because 1) operators are able to ask from customers a worthy price for food; 2) consumer can make informed choices; 3) consumer can give a preference to the place that uses organic raw material; 4) it promotes wider use of organic raw material in foods and thus promotes organic farming.

Kind regards, Mariana

[Carola Strassner](https://absalon.ku.dk/courses/21676/users/155596)

<https://absalon.ku.dk/courses/21676/users/155596>

28 Jun 2017

Thank you for the update - some good reasons there, Mariana.

Kind regards, Carola

◀ Write a reply...

[Marianne Erichsen](https://absalon.ku.dk/courses/21676/users/40094)

<https://absalon.ku.dk/courses/21676/users/40094>

16 Jun 2017

Since I am Norwegian I chose to investigate a Norwegian operation. In Norway, the organic movement have been slower than e.g. In Denmark, but I found this small hospitality business called "Kolonihaven" throughout my research.

Kolonihaven was established 13 years ago, with 10 costumers that got organic products delivered to their door. Their vision for this business was to change the eating habits of Norwegian citizens towards a healthier, organic and more sustainable way of living. They are buying their food and ingredients from organic farmers and producers, to make sure there is transparency throughout the entire chain.

Today, they deliver food boxes to private people at home, have a restaurant in Oslo (the capital), a bakery and a brewery outside the capital. Since the politicians have been slow in their acceptance and support of organic organisations, Kolonihavens main challenge the last couple of years have been to meet the demands from the consumers. The demands have been greater than the supply from the farmers and producers. Therefore, in 2016 they established a cooperation with the supermarket chain Rema 1000. They were interested in investing and increasing their focus on organic products, and stated that "they wanted to be first movers in this field". As a result, the consumers can now buy Kolonihavens products (both eggs, vegetables, bread, jam etc.) in all Rema 1000 supermarkets throughout the country.

I think that the cooperation with Rema 1000 is a big step for this small business to work towards being a part of a sustainable and organic "shift". Since the demands for organic products in Norway is increasing, I think that the

increased accessibility of organic products from this business is definitely a step ahead towards being an integrated part of both a sustainable diet and food supply chain.

Finally, i agree with Copenhagen House of foods statement in the article that the shift towards an organic and sustainable hospitality institution is "a combination of political decisions supported by the institutional staff, high professionalism and drive". Hopefully, we will see more examples like this in the future, also in Norway.

Edited by [Marianne Erichsen \(https://absalon.ku.dk/courses/21676/users/40094\)](https://absalon.ku.dk/courses/21676/users/40094) on 16 Jun at 8:42

[Carola Strassner \(https://absalon.ku.dk/courses/21676/users/155596\)](https://absalon.ku.dk/courses/21676/users/155596)

<https://absalon.ku.dk/courses/21676/users/155596>

17 Jun 2017

Dear Marianne

Thanks for sharing that interesting case Kolonihaven and also their development together with REMA 1000. If I understand it correctly, that they started out as a delivery service, and then with time branched into hospitality. They seem to be a diversified business now - sourcing the ingredients, brewing and baking for sales and hospitality sounds like a good mix all round. Do you think that they could do more? I agree with your interpretation of the role of the cooperation with a big player and I'm glad that you highlighted politics and professionalism as further "ingredients in the mix".

Kind regards, Carola

[Marianne Erichsen \(https://absalon.ku.dk/courses/21676/users/40094\)](https://absalon.ku.dk/courses/21676/users/40094)

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21 Jun 2017

I do not think they are done expanding. And one can always do more, right? Maybe they also in the future could start selling their products to institutions as well. If they have the capacity, they could start delivering organic product e.g. to canteens or different events (both on the private and the public market). Maybe also some public campaigns to raise awareness of their products?

If they are to fulfil their vision, then there is definitely some work to be done!

[Carola Strassner \(https://absalon.ku.dk/courses/21676/users/155596\)](https://absalon.ku.dk/courses/21676/users/155596)

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28 Jun 2017

As coincidence would have it - I saw an article about Kolonihaven in the inflight Magazine of Finnair! :-)

[Carola Strassner \(https://absalon.ku.dk/courses/21676/users/155596\)](https://absalon.ku.dk/courses/21676/users/155596)

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28 Jun 2017

Found it again - very short - https://issuu.com/finnair_bluewings/docs/bluewings_05_2017
https://issuu.com/finnair_bluewings/docs/bluewings_05_2017 pp 52-53

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<https://absalon.ku.dk/courses/21676/users/157316>

Diana Ismael



<https://absalon.ku.dk/courses/21676/users/157316>

17 Jun 2017

I would like to speak about the OOOH in the town I live in currently which is Witzenhaue, Germany.

The reason is that this system is not existing yet in my home country but I hope that in the near future it would be existed and maybe I will be part of it after having this knowledge about organic food system.

Witzenhausen is very well known as the heart of sustainable life, and the community of the organic food, mostly vegetarian, consumers.

In Witzzenhausen, you can notice that organic food services is easily available in hospitality such as restaurants and hotels. In addition, the organic food concept is almost everywhere especially in the university canteen that serve organic meals in a very reasonable price.

you can find also a café offer organic coffee.

As I said before, Witzzenhausen society encourage a lot the sustainable life style. Organic food system out side home means more demand on the organic food raw materials which means encouraging the organic food production and agriculture. That would lead to more sustainability.

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Carola Strassner



<https://absalon.ku.dk/courses/21676/users/155596>

17 Jun 2017

Hi Diana

Nice link that you made ebtween organic demand both outside and inside the home serving to increase the overall demand. Can you name one of the Witzzenhausen operations as an example for us? Also, what role do you think the student clientele plays for the organic or semi-organic eateries in Witzzenhausen?

Kind regards, Carola

<https://absalon.ku.dk/courses/21676/users/157316>

Diana Ismael



<https://absalon.ku.dk/courses/21676/users/157316>



18 Jun 2017

Dear Carol,

Thank you for your comment.

In fact I don't have the names in my mind but I can add them later, but for example, as I mentioned before, the menza for students offers organic meals.

Most of the students here, especially who are still living or lived in Witzzenhausen for a while, started to prefer organic food on any other type of food. They try to encourage the organic food concept. As the number of German and international students in Witzzenhausen is relatively high, I think they they played a big role with encouraging the restaurants to include organic choice in their menus. Because of the number of students that turn into organic food choice increase in such a small town, but international, as Witzzenhasuen, the demand organic meals also increased noticeably.

 [Carola Strassner](https://absalon.ku.dk/courses/21676/users/155596) 


<https://absalon.ku.dk/courses/21676/users/155596>



1 Jul 2017

Dear Diana

It must be the combination of student clientele and the subject of study - I am thinking. Back in the eighties many student were much more politicised and worked hard to get 'better' food (today we would call it 'sustainable') into the student canteens so change was initiated by students bottom up. Today we do not observe this at all amongst student populations but who knows, maybe the time will come again ...

Best wishes, Carola

 [Write a reply...](#)

 [Thomas Knott](https://absalon.ku.dk/courses/21676/users/157390) 

<https://absalon.ku.dk/courses/21676/users/157390>

18 Jun 2017



In Münster, Germany is the "Café Prütt", which is in business since 1986. The Café Prütt serves vegetarian and vegan fully fledged meals. They use mainly organic ingredients for the food. Vegetables and fruits come from farms around Münster, bread is delivered from a nearby organic bakery called Cibaria. Even though they are not 100 % organic, I think it's a good example of successful pioneer work in the field of sustainable food service operations.

The sustainable approach is not only about using organic and regional products. Prütt Café is following the social aspects of sustainability. Part of their philosophy is that a good place to work is more important than maximization of profits.

Magdalena has already mentioned very good ideas.

In addition to these:

- institutional caterers should offer one vegan meal per day on their menu
- more use of regional and seasonal products - these meals should be promoted as very sustainable
- some food services already offer a discount if you bring your own cup for a coffee to go

 [Carola Strassner](https://absalon.ku.dk/courses/21676/users/155596) 

<https://absalon.ku.dk/courses/21676/users/155596>

19 Jun 2017

Hi Thomas

Thank you for your interesting example of a café & restaurant. You describe them as a pioneer - I am curious what makes you say so. Is it because they included organic from the Moment that they started Business in 1986? Then they would certainly qualify as pioneers! Things organic - supply, quality, and certification - to Name but a few - were very different (i.e. less developed and less professions!) then.

Great that you came up with a few more ideas. Your second Suggestion - regional and seasonal as particularly sustainable - merits some further study. I find both terms limited in their usefulness as regional is not immediately most sustainable and

seasons can be added on to at each end by technological or other means ... That does not mean they are not useful - quite the contrary. We just need to look more closely at each case.

Best wishes, Carola

<https://absalon.ku.dk/courses/21676/users/157257>



<https://absalon.ku.dk/courses/21676/users/157257>

20 Jun 2017

Dear Carola,

I find these last arguments about the limits of seasonality and regionality regarding sustainability very interesting. Immediately the example of the local apple stored for months in energy-consuming storage halls versus the apple shipped by ship from New Zealand pop up in my mind. Is there any research on this specific topic or could you give examples on products that are less sustainable when regional and "seasonal"? Thank you very much!

<https://absalon.ku.dk/courses/21676/users/157390>



<https://absalon.ku.dk/courses/21676/users/157390>

21 Jun 2017

Hej Carola,

Prütt Café calls itself 'pioneer since 1986'. As you say, I think it is because they were following the vegetarian wholefood cuisine since then. From my point of view it is comparable with the rise of vegan restaurants about 10 years ago.

About my second suggestion:

Regional and seasonal must be clearly defined.

To give an example: During the asparagus-season, asparagus is a regional and seasonal food as it comes from the fields around Münster. I would count foods as regional from a radius of about 50-75 km around Münster.

<https://absalon.ku.dk/courses/21676/users/155596>



<https://absalon.ku.dk/courses/21676/users/155596>

28 Jun 2017

Dear Sofia & Thomas

Yes, the apple example is one of many. Also Asparagus and strawberries are typical "seasonal foods" - certainly in Germany. For Food & sustainability professionals it is always good to have another look, e.g. the Asparagus example: in Germany we have a very clear Asparagus season which we as consumers mostly get reminded of by retail and media articles. The season begins and has a clear ending point in our calendar. Over the years this has become a very lucrative market and we as consumers have wanted our Asparagus earlier and earlier - so much so that you will find the first Asparagus on German markets (sometimes in retail and sometimes in horeca) comes from Peru! So while it is "in season" it is coming from very far away. Also, it is economically interesting and rewarding to extend the season in Germany. Asparagus farmers can for example lay pipes under their fields in order to pump warm water through the soil to help growth or they can pump warm air through polytunnels to warm the air and help growth. So again, the Asparagus is "in season" and may even come from German fields into the German market, but it needs energy and other resources to do so for the first part of the season.

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○

<https://absalon.ku.dk/courses/21676/users/157257>
Sofia Elisabeth Berlinghof



<https://absalon.ku.dk/courses/21676/users/157257>

20 Jun 2017

In Leipzig University, that I got to know last year, there's a variety of University Mensas spread over the city. These go into the category institutional catering for University. All of them offer vegetarian and vegan meal options. One of them, the Mensa "Peterssteinweg", has a particular focus on sustainability. On their website they state they're using

- eco toilet paper, detergents, straws
- products preferred from organic agriculture
- fruit and vegetable preferably from regional producers
- 95% less packaging waste
- fair trade coffee and tea
- vegan and vegetarian dishes (at least one each a day)
- 4 days a week pasta plate produced regionally and sustainably
- meat "preferred" from species-appropriate husbandry
- fish selected according to the WWF counseling (excluding Aal, Barramundi, blauer Marlin, Dornhai (Schillerlocke), Hai, Leng, Rochen, Red Snapper, Schwertfisch, Seeteufel, Seezunge, Steinbeißer, Thunfisch, Viktoriabarsch und Wittling)
- once a semester every mensa has a veggie day

Critical for me is that still everyday there is meat more than once on the menu. I counted the ones for the upcoming days, and more than half of them are not vegetarian or vegan: 5/9; 3/8; 5/9; 3/5.

Additionally almost everyday there's a fish and meat dish for choice and the vegan dish often seems to be just a pasta with a simple sauce.

Furthermore the available Vegan balanced dish is crucially more expensive-> doesn't encourage the choice of a student. They reason this elevated price by the fact that these "premium" dishes often contain soy and nuts that have higher prices, and they get prepared directly with fresh ingredients in the Mensa, which infers a higher personality cost.

In the end the expression "preferred" in my ears is a little unspecific and leaves room to interpretation (unless it is unbeknown to me a legally specified term). The organic certification can't be found anywhere in the mensa or on the website, which makes me wonder what the statement on "organic products actually refers to.

The variety of choice, the lacking possibility to order the dishes in advance and the several salad bars could lead to a high food wastage. On the website it's only stated that leftover food cannot be taken home for hygienic reasons and that when possible it is quick frozen, if it hasn't been displayed yet.

Like Diana observed about Witzhausen, also Leipzig is a city with a high sensibility for sustainability topics, and therefore vegan and vegetarian nutrition is quite "trendy" amongst students. This is reflected in the mensa's offer that has adapted to the student's culture. Anyways, I think other aspects of sustainability apart from vegan/vegetarianism still have to be developed in this mensa.

<https://absalon.ku.dk/courses/21676/users/157390>
Thomas Kner



<https://absalon.ku.dk/courses/21676/users/157390>

21 Jun 2017

About the food wastage of the salad bars:

In my internship in the canteen "Mensa am Ring" in Münster I experienced a good reusage of salads. The leftovers from the regular salad bars went to the 'salad and pasta bar'. This is a single station where pasta and salad ingredients are mixed with sauces and dressings to create new dishes.

Simple example: diced peppers + diced onions+ mayonnaise = 'new salad' I'm not sure if this would taste good, but I think you get the idea.

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23 Jun 2017

Nice example. With some creativity and the will there's many possibilities!! Rice salads, fried rice balls, Pasta salad, even stewed salad.

<http://sz-magazin.sueddeutsche.de/texte/anzeigen/45650/Reifepreifung>

<https://absalon.ku.dk/courses/21676/users/155596>

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28 Jun 2017

Thanks for the full example, Sofia. I was surprised to read that they do (only- I say) one vegan/vegetarian day a semester. Ok, so they offer a vegan/vegetarian Option every day but just one full day a week - interesting! It would now be particularly interesting to see their data on choices made. I wonder if the vegan&vegetarian Option is growing in numbers.

Thomas, the Muenster Food Recycling is interesting - especially in the light of Hygiene rules

◀ Write a reply...

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20 Jun 2017

Hello,

I choose to study *Mille et un repas* which is within institutional catering (education, business and medical care structures). There are mostly known for their engagement to reduce waste (action '*Zéro Gaspil*' (R) which means "zero waste" they create a dedicated label with requirements to promote good practices) by new way of distributing food. People can eat whatever they want (starches and vegetables) on the display stand by coming back several times but they have only one plate for the entire meal. Children are followed by canteen's employees who encourage them to taste and have an healthy diet. They also separate waste and measure its weight to raise children awareness (waste drop from 167g to less than 20g per meal per person).

Mille et un repas give high attention to the quality of their product and favor local and regional products with partnerships with farmers or bakeries and select certified product within biological ones (exclusively local). Indeed they promote local economy. This seems to follow the draft law launched by Brigitte Allain (january 2015) based on 'Grenelle Environment' which was about food territorial anchore. Two amendments have been passed (to be implement before 2020) :

- Use of 40% of sustainable products (seasonal, certified, short-supply ...) within 20% organic for public institutional catering
- Taking into account sustainable food in company's social and environmental approach

So, *Mille et un repas* participate actively to promote a sustainable diet (by prioritizing circular economy and using nutritional audits for example in school canteen) working on the education front for youths but also about supplies and waste.

Lot of things have been raised from previous discussions, maybe use of green materials maybe the next enhancement for *Mille et un repas*.

Best regards

Edited by [Clarisse Emeline Oceane Loaec](https://absalon.ku.dk/courses/21676/users/157254) (<https://absalon.ku.dk/courses/21676/users/157254>) on 20 Jun at 18:13

<https://absalon.ku.dk/courses/21676/users/155596>



<https://absalon.ku.dk/courses/21676/users/155596>

1 Jul 2017

Hi Clarisse

Thank you for your detailed description. So is Mille et un repas a catering company? Thanks also for the additional suggestion of using "green materials". Can you be a bit more specific about this? What are you thinking of?

Kind regards, Carola

<https://absalon.ku.dk/courses/21676/users/157254>



<https://absalon.ku.dk/courses/21676/users/157254>

2 Jul 2017

Dear Carola,

Yes Mille et un repas is a mass catering company.

About "green materials" I was thinking about kitchen utensils and equipments. They may *come from* company committed in a sustainable approach (for example following ISO 14001 or equivalent) or using materials *composed by* sustainable ones ; coming from fairtrade market ...

Speaking more specifically about equipments, they could choose ones which will reduce energy use, are well adapted to the space and the employees (size, tasks ...)...

Then at a larger scale, the building can also be conceived to preserve environment (a few examples : led to diminish electricity use, good thermal insulation, monitoring of energy consumption to implement continuous improvement, use of green energy as far as possible (geothermal power, wind turbine, photovoltaic panels, energy from high/low tide... depending on opportunities), re-use heat with heat exchangers...)

Best regards

Edited by Clarisse Emeline Oceane Loaec (<https://absalon.ku.dk/courses/21676/users/157254>) on 2 Jul at 0:29

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3 Jul 2017

Interesting point that you raised, Clarisse, because often a catering company can not influence such things very much, especially anything concerning the building (as they are sub-contractors on site for a client) and often the fixtures too - which are usually provided by the client in their building or the building operator. That sometimes makes it very difficult for a catering company to "green" anything except their own central offices.

What would you do, if you were a catering company in such a situation?

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3 Jul 2017

If I was a catering company, I may try to select (if possible, depending on the market) "green client" according to a check list of indicators for example and score (it is probably already done for tender documents).

Not knowing this market, I am not sure about the efficiency (and legitimacy) of adding particular clauses in the requirement specification or encourage the client to calculate gain loss or extra cost caused by non-sustainable equipments/building.

Indeed, this last point is an advisor and auditor's work.

But, I think that it could be more acceptable and possible to ask for green equipment (or green supplier) if needed - in replacement of one broken for example - with a well documented file (*one black point is this may be time consuming without being sure it will reach the goal*) demonstrating economic advantages of the greener solution available on the market or the green image it can return (without falling in green washing).

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Sunday

I like the tentative idea to introduce clauses - what I am thinking is that maybe one could instigate a discussion with a (potential) client and frame the discussion about sustainability in a win-win way, e.g. suggest that the client install energy measuring devices or water measuring devices so that use can be monitored by both - focusing on environmental resources (including food waste but here we are talking about possible things a catering client could do) usually translate to real financial savings and therefore provide a good entry to such topics.

Depending on the equipment arrangements, suggesting "green" or long-term-saving-versions of equipment is a valuable idea - well done.

◀ [Write a reply...](#)

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23 Jun 2017

I would like to draw your attention on a organic food take-away shop called "Più Gusto Bio" in the city of Verona Italy which has 3 options of daily meals with different prices 7,50€ - 8,50€ - 9,50€. Pick up is possible in the shop or eventually the order can be delivered to the address chosen by bike or motorbike.

All meals are:

- prepared with organic ingredients
- comprises a balanced share of protein, vegetables and carbohydrates
- follow seasonality of ingredients

"Più Gusto Bio" offers also a catering service for different kind of events and in this case a special menu can be organised in advance.

Other activities organised by the shop are cooking classes and "special days" when meals prepared according to specific cooking methods or that focus on precise raw materials are offered (such as raw-meals, whole grains day, pasta day, gnocchi day, healthy fast food eating...)

I think this was a nice example to show, since this operation is multifunctional and performs different activities that can raise awareness among consumers and meet different classes of consumers willing to eat out and not give up their organic diet.

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1 Jul 2017

Hi Gloria

Thanks for your example, sounds worth a visit :-) Do you know anything about their suppliers?

Kind regards, Carola

<https://absalon.ku.dk/courses/21676/users/157246>



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Yesterday

Hello Carola,

I couldn't really figure out the supplier anyway they state that all products utilized are conforming with the organic regulations according to the Italian certification body ICEA and they try to source the materials following criteria of seasonality and regionality.

◀ [Write a reply...](#)

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Thursday

Hi!

Instead of talking about a particular institution I want to talk about an initiative that I find very interesting that takes place in Lyon in France.

The city of Lyon has developed a label called "Lyon, a fair and sustainable city". This label is intended to reference establishments taking into account 3 main criteria:

- The use of local or organic products and from fair trade
- Who respects the environment in terms of waste management, energy conservation, restaurant energy consumption
- Who takes into account the social aspect, that is to say who carries out solidarity actions or helps to make the public aware of the interest of consuming in a sustainable way, Valuing human wealth and cultural diversity

-Innovation

To be part of this group it's necessary to be analyzed by different organizations:



- The PFCE, which is an organization that makes it possible to develop the use of fair trade in France.
- There is also ADEME, which is an organization affiliated to the French Ministry of the Environment. This organization helps companies improve their energy footprint and consume less energy.
- There is also the AFNOR, and the Regional Chamber of Social and Solidarity Economy of the Rhône Alpes (CRESS) and the Promotion of the Social and Solidarity Economy (PROMESS).

Each criterion is noted, and it is necessary to obtain a score higher than an indicator in order to have the label.

In Lyon there are 80 restaurants that have this certification. What is very interesting is that this label applies to restaurants, cafes, supermarkets, AMAP, store and even fashion stores


Pierre.

Edited by [Pierre Pairain](https://absalon.ku.dk/courses/21676/users/157259) (https://absalon.ku.dk/courses/21676/users/157259) on 6 Jul at 22:33

 [Carola Strassen](https://absalon.ku.dk/courses/21676/users/155596) 

[Sunday](https://absalon.ku.dk/courses/21676/users/155596)

Thank you for sharing the initiative, Pierre. Sounds like there are many supporting initiatives for interested horeca operators. How about a short description of one of those 80 restaurants in Lyon that you mention?

 [Write a reply...](#)