



# **An introduction to The Food for Life Catering Mark**

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**Catering Mark Manager**

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- Overview of the scheme
- Where did it come from?
- Where are we now?
- Catering Mark in different sector
- What are its standards and principles?
- Catering Mark Supplier Scheme
- A new partnership

# What's soil got to do with it?



Facing the  
future

Good food  
for all

Enabling  
change



Lady Eve  
Balfour

1946



# A symbol of trust



# Food for Life Catering Mark



- Robust standards on health, sustainability, local social value
- Incorporates national statutory/best practice nutrition standards – a compliance check
- Backed by independent annual inspections
- Rewards continuous improvement – a ladder to excellence

*"We recommend Government draw on pioneering work such as the Food for Life Catering Mark" Prof Tim Lang, Setting the Table', SDC, 2009*



# Process of award

Application



Inspection



Award



# Where are we now?



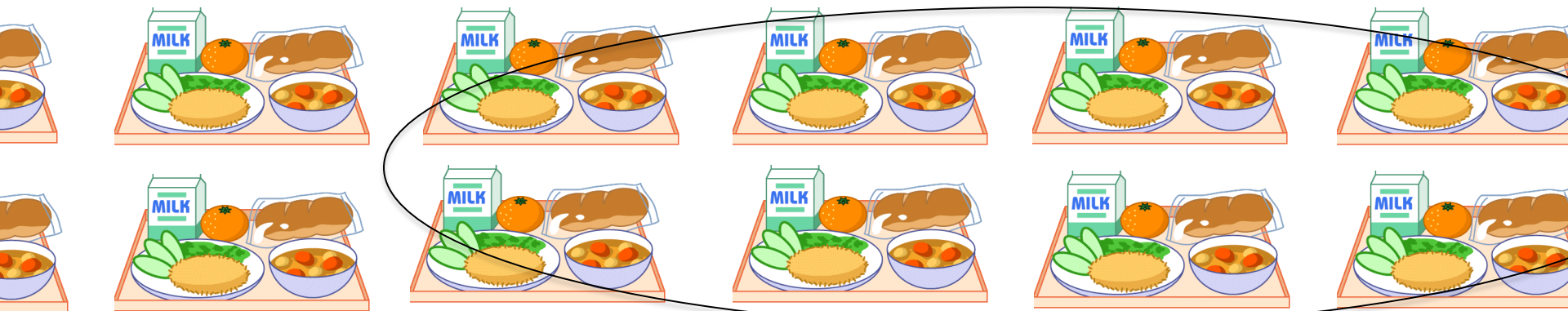
Today over 1.8 million Catering Mark meals are being served in...

- 300 nurseries, where 40,000 meals are served per day!
- 8,500 schools
- Over 130 universities sites
- Employers like Scottish Government, Jaguar Land Rover, Greater London Authority and PepsiCo serve CM meals to their staff
- Over 180 care homes
- 37 hospital sites



# Schools

- Catering Mark meals are served in over 50% of schools in England.
- In these, 1,500,000 Catering Mark meals are served per day



Over half of these meals are  
Silver and Gold



# Food for Life Settings Award



- Food Leadership and Culture
- Food Quality (Catering Mark meals)
- Food Education
- Community and Partnerships



# Early Years



- 45,000 Catering Mark meals are served a day in Early Years settings 
- 96% are at Silver

# Universities



- 33,500 Catering Mark meals are served a day in Universities
- Lancaster University, the University of Greenwich, the University of Gloucester, the University of Winchester and University of the arts London serve Gold meals



# Restaurants



- 4,000 Catering Mark meals are served a day in retail outlets nationally
- These include: several RSPB and National Trust sites, Yeo Valley HQ, Friends House in London and, sustainable restaurant, Café Ode



# Care settings



- 33,389 Catering Mark meals are served per day
- Across 161 sites

HC  
*one of a kind*



St Monica Trust  
Delivering well-being for older people

*Connect*

MilestonesTrust

• EDINBURGH •  
THE CITY OF EDINBURGH COUNCIL

SOUTH  
LANARKSHIRE  
COUNCIL



# Hospitals



- Catering Mark meals are served in **22 hospital sites in the UK**
- In these, **72,500 Catering Mark meals** are served per day
- **20%** of these meals are Silver and Gold





## **Ingredients**

**All eggs free range**

**No genetically modified ingredients**

**No undesirable additives or trans fats**

**Animal welfare standards are met**

**No endangered fish**

## **Good 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**

## **Customer care**

**Menus meet dietary and cultural needs of customers**

**Positive marketing about where ingredients have come from**

**Seasonal ingredients are used and highlighted**

# Above and beyond

Silver and Gold is assessed using a points based system for recognising continuous improvement and excellence

1 Meet bronze standards



3 Championing local food producers

2 Sourcing ethical and environmentally friendly food



4 Making healthy eating easy





# Above and beyond

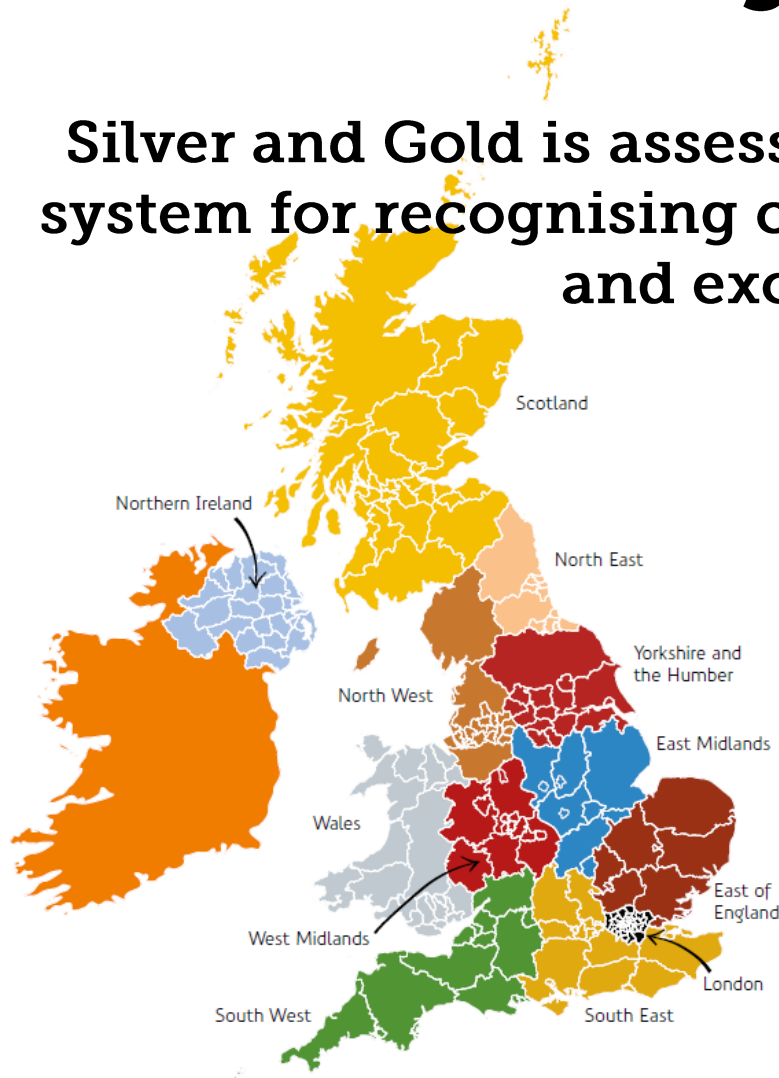
Silver and Gold is assessed using a points based system for recognising continuous improvement and excellence



Sourcing  
ethical and  
environmentally  
friendly food

# Above and beyond

Silver and Gold is assessed using a points based system for recognising continuous improvement and excellence



Championing  
local food  
producers

# Above and beyond

**Silver and Gold are assessed using a points based system for recognising continuous improvement and excellence**

- 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
- Healthy vending
- >50% bread is wholemeal or granary
- Source or producing real bread
- Fruit cheaper than dessert (where sold)



**Making healthy eating easy**

# Catering Mark Supplier Scheme



## Membership benefits:

- ✓ Find new routes to market
- ✓ Demonstrate commitment to meeting caterer's needs and adding value
- ✓ Marketing and PR value

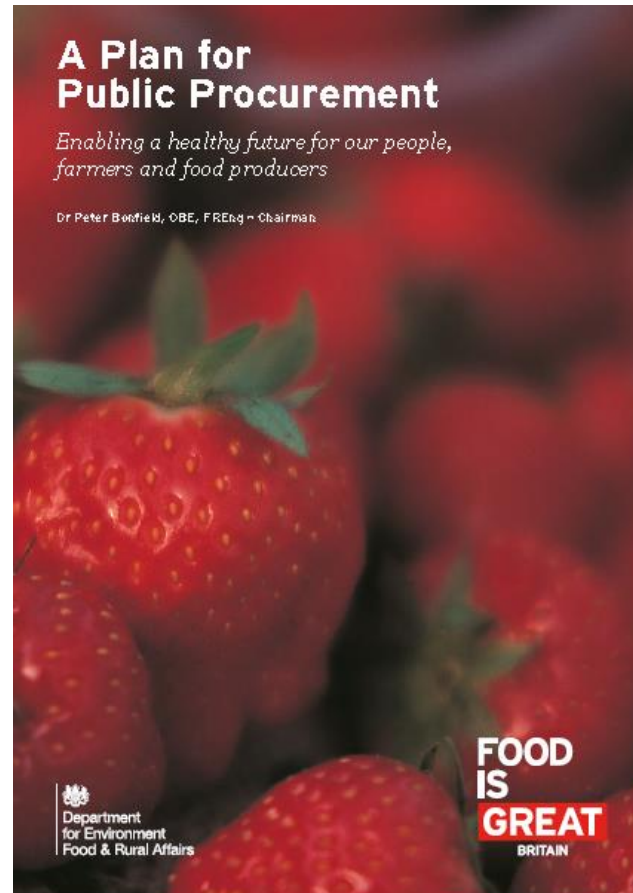




# Catering Mark and the Plan for Public Procurement



Governments Plan  
for Public  
Procurement  
recognises the  
Catering Mark as a  
'well established, best  
practice tool'





# What is the Plan for Public Procurement

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- Launched in July 2014
- Designed to realise potential of UK Procurement to promote health, sustainable food and UK farming
- From 2017 all of central government will commit to use this buying standard
- The wider public sector will be 'encouraged and expected to use this standard



# The Balanced Scorecard



- Looks at wider aspects of quality: ethical, environmental and social considerations
- Balances cost versus quality
- Incorporates Government Buying Standards





# The Balanced Scorecard and the Catering Mark



- Score good or excellent against all of the nutritional criteria in the Plans Balanced Scorecard
- Be independently audited - uniquely able to verify compliance against these criteria
- Have proven to deliver wider multiple benefits which are in line with public authority bodies
- Receive marketing support to help holders position their award as the symbol of trust that procurers are looking for



# A new partnership for sustainable catering



A pilot certification project that:

- demonstrates your commitment to sustainable catering;
- evaluates your energy, waste and water efficiency;
- could lead to financial savings;
- provides independent verification that aligns with the requirements of DEFRA's Balanced Scorecard;
- helps meet public sector procurement requirements.

*“ ... an exciting opportunity to inspire businesses and caterers to improve their environmental performance ... ”*

Dr Peter Bonfield OBE

Architect of DEFRA's Plan for Public Procurement

**Interested in being part of the pilot?**

[eyeats@soilassociation.org](mailto:eyeats@soilassociation.org) | [www.sacert.org/catering](http://www.sacert.org/catering)

# Thank-you!

