

An introduction to

The Food for Life Catering Mark

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Catering Mark Manager





- 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

Good food for all

Enabling change



Lady Eve Balfour

1946





A symbol of trust







SILVER CATERING



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





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









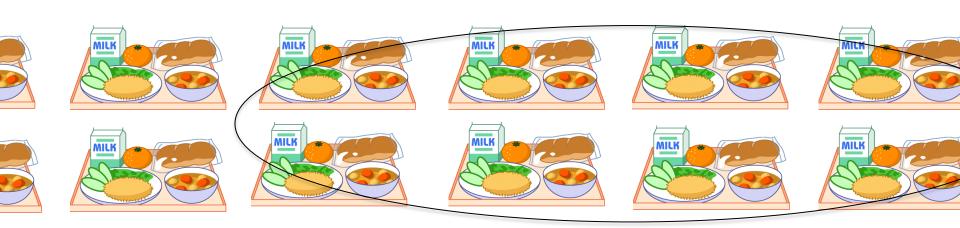
Schools



 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 ABC 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

















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





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

Meet bronze standards



Championing local food producers

Sourcing
ethical and
environmentally
friendly food



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 Scotland Northern Ireland North East Yorkshire and the Humber North West East Midlands West Midlands South East South Wes

Championing local food producers





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



Membership Benefits



Home - Catering - Supplier scheme - Resources Catering Mark Supplier product range checker What is the Catering Soil Association FOOD FOR LIFE Resources The benefits These resources are exclusively for organisations who have joined the Catering Nursery schools **CATERING SUPPLIER** School caterers Meat Processed meat e.g. sausages, burgers, Universities & colleges Fruit and Vegetables Dairy Cured meat e.g. pepperoni, chorizo, bacon Related links Meat based products e.g. meat pies, haggis Hospitals & care settings Workplace catering Technical tools → Standards Standard 1.2 Restaurants & venues Catering Mark product range checker and product Do all meat θ meat products satisfy UK animal welfare standards? Where are we now? compliancy chart template Apply now The product range checker enables you to check your product ranges for compliance against the Catering Mark standards and also provides information Supplier members → Over 7,000 schools Resources about the evidence caterers will require for their Catering Mark inspection. No → 300 nurseries Standards Yes Any Catering Mark complaint products can then be uploaded to the product compliancy chart providing you have the relevant information to back up these News Doesn't Working with 30+ universities Meets the claims. To use this chart to promote your products simply list the products in the left hand column and tick the standards that apply to each of them. meet Bronze Apply now standard and Standard 1.5 & 1.6 FAOs → 75% of London Boroughs standards and can't be used can be used Free from undesirable additives, artificial trans fats and GM ingredients? on a Catering Contact us Product range checker - print
 Product compliancy chart template on a Catering → 16 hospitals Mark Mark accredited accredited 40% of English Primary No These declarations can be filled in and given to Catering Mark clients to use as Yes N.B. You could evidence at their annual inspection. Our inspectors can use these to verify that caterers are using products which are free from GM and trans fats, free range Doesn't check product(s) Meets the Bronze standards and meet Bronze can be used on a Catering Mark against standard 1.1 to see if it can lt silver & gold eggs, and higher welfare meat or fish products standard accredited menu rganic, Free Range and Freedom and can't be be counted as 75% Catering Mark eds earn caterers points (standard used on a Catering Mark Supplier Member Declaration: Eggs
 Catering Mark Supplier Member Declaration: Meat) Please note caterers also score Catering Mark Supplier Scheme ats for spend on products from accredited At silver & gold menu als reared in their region or the tandard 2.3) News Organic, Free Range and Freedom Foods earn Marketing tools caterers points (standard 2.1.) Please note July 2015 caterers also score points for spend on products You can download completed in from animals reared in their region or the UK messages. If you design your ov-Silver & Gold Key messages for supplie Silver & Gold Standards-Ethical & Environmentally friendly Standards-Bronze Standards Do you supply organic products into the Catering Mark supply championing local Use these messages to tell your ou food producers Download key messages The 2009 amends in organic EU Regulation (834/2007) means that anyone selling organic Standard 2.3-ra ingredients produc within the UK Standard 2.3 ngredients produc within region You can use the logo on all relevant r anienos in urganio du negulation (634/2007) means that anyone sell. food, even if not re-labelling or processing it, needs to be Certified. website. Please note the logo cannot Mark As a result, from January 2016 onwards, any caterers buying organic food from uncertified Download the logo [zip, 1.5mb] As a result, from January 2016 onwards, any cateriers buying organic food from uncentified suppliers will not be able to achieve points towards their silver and gold Catering Mark, or rely on Standard If you have any questions regarding these changes please contact GoOrganic Product When there ally questions regarding these changes please contact GoOrganic G Congratulations t our 2015 Champio Catering Mark Awards 2015 Sarah Henderson, PA to directors & Food for Life Coordinator, ISS Facility S in Education. Early Years at Snapdragons in Keyr We would like to extend a heartfelt thank you to our sward *** avoing and a support of Heatmen Highland Audio out sward.

Sponsors and all of you for the continued support to the hanie Steel, Head

Randomlight at Coed

Soil Association Certification, South Plaza, Marlborough Street, Bristol BS1 3NXT 0117 914 2412 F 0117 314 5046

E catering@soilassociation.org W www.sacert.org Ref. No: P1531Fm Version No: 01 Issue date: May 2015

Wales.

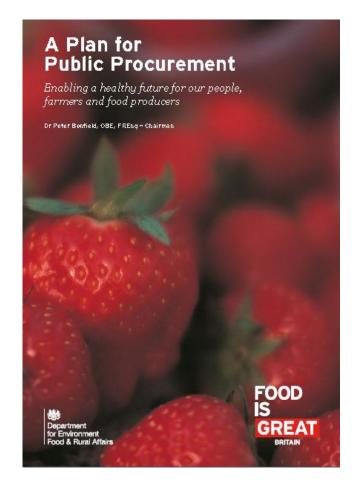
We are looking forward to next year's awards ceremony

we are looking torward to their years awards determiny already and would like to invite your feedback and ideas on

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



- 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





