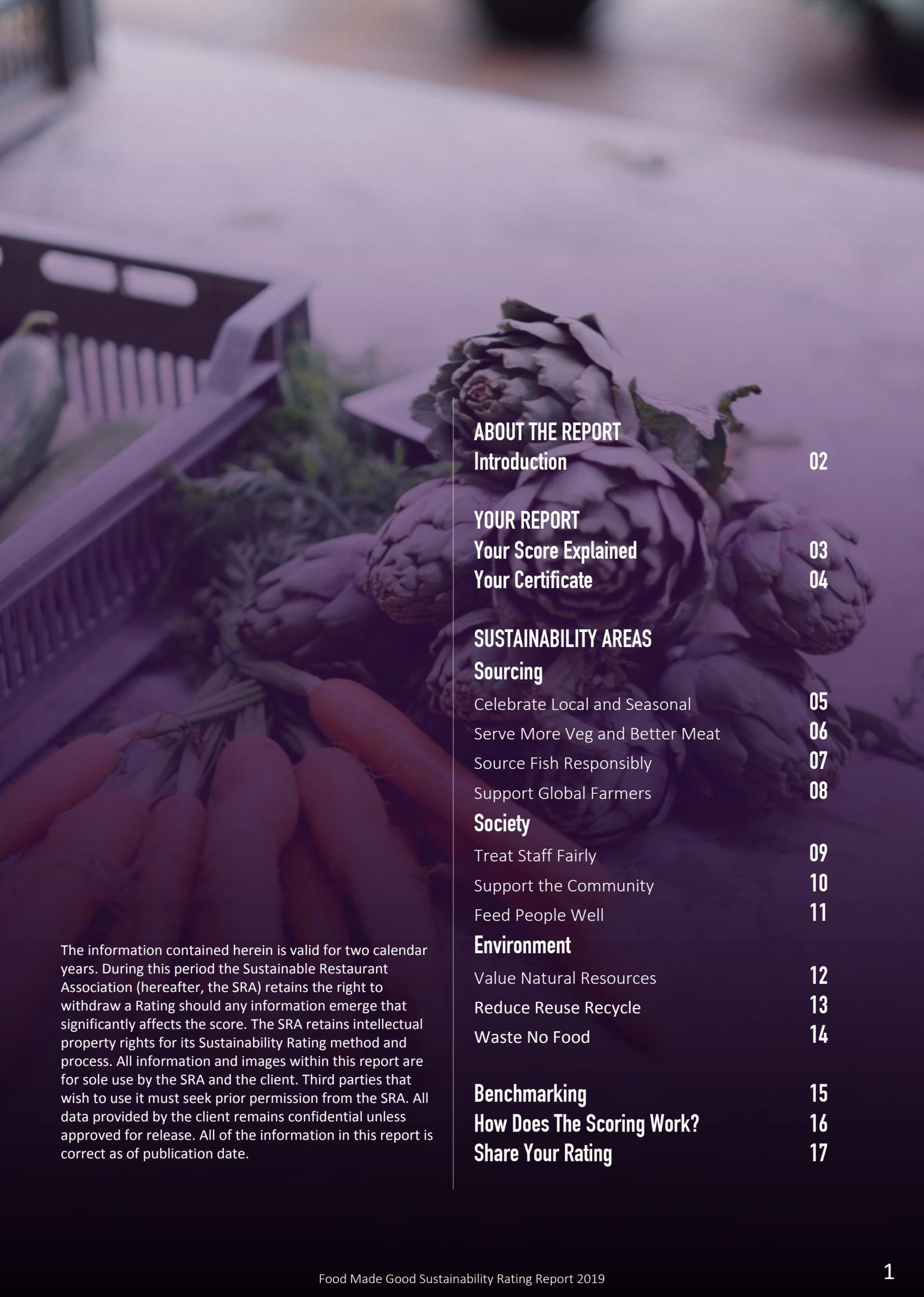




FOOD MADE GOOD SUSTAINABILITY REPORT 2019

This report is for:
University Of Exeter

Published on:
September 24, 2019



The information contained herein is valid for two calendar years. During this period the Sustainable Restaurant Association (hereafter, the SRA) retains the right to withdraw a Rating should any information emerge that significantly affects the score. The SRA retains intellectual property rights for its Sustainability Rating method and process. All information and images within this report are for sole use by the SRA and the client. Third parties that wish to use it must seek prior permission from the SRA. All data provided by the client remains confidential unless approved for release. All of the information in this report is correct as of publication date.

ABOUT THE REPORT

Introduction 02

YOUR REPORT

Your Score Explained 03

Your Certificate 04

SUSTAINABILITY AREAS

Sourcing

Celebrate Local and Seasonal 05

Serve More Veg and Better Meat 06

Source Fish Responsibly 07

Support Global Farmers 08

Society

Treat Staff Fairly 09

Support the Community 10

Feed People Well 11

Environment

Value Natural Resources 12

Reduce Reuse Recycle 13

Waste No Food 14

Benchmarking 15

How Does The Scoring Work? 16

Share Your Rating 17



INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for your support and membership.

As a member, you are part of a diverse and progressive community. We are independent restaurants, international chains, cafés, pubs, hotels, universities, and workplaces, all with a single shared goal; to be better businesses.

Together, we have been working hard, nudging towards a better food system. Our combined actions and efforts can make a big difference to people, and the planet.

This document is your final 2019 Sustainability Report. In it we celebrate the areas you're doing well in, help set you on the path to improving the ones you may be falling behind in, and show you how you compare to other business that are the same type as you.

In challenging times for our sector, it's more important than ever that we help you make the most of your sustainability efforts. We'll be working hard to do this in 2019 and beyond; from helping you set meaningful and achievable targets in food-waste reduction, conscious meat eating and plastic reduction, and beyond.

We need your help to do this, and that begins with you sharing and celebrating your Rating, successes, and plans. We've included guidance on how to share your Rating, and specific measures you can take to improve in this document. Membership is more than doing your Rating – look for opportunities to engage in our biggest events calendar yet, engage on the community and share your knowledge with the wide range of membership we have.

We are here to help you accelerate on the issues that matter, and are most focussed on eliminating food waste and single use plastic, as well as reducing the environmental impact of our menus on our Food Made Good community.

Thanks again for being part of the movement to make food good. I look forward to seeing you at our award celebrations in November or at one of our many events in the coming year.

Andrew Stephen

CEO

70%+



60% - 69%



50% - 59%



YOUR SCORE EXPLAINED

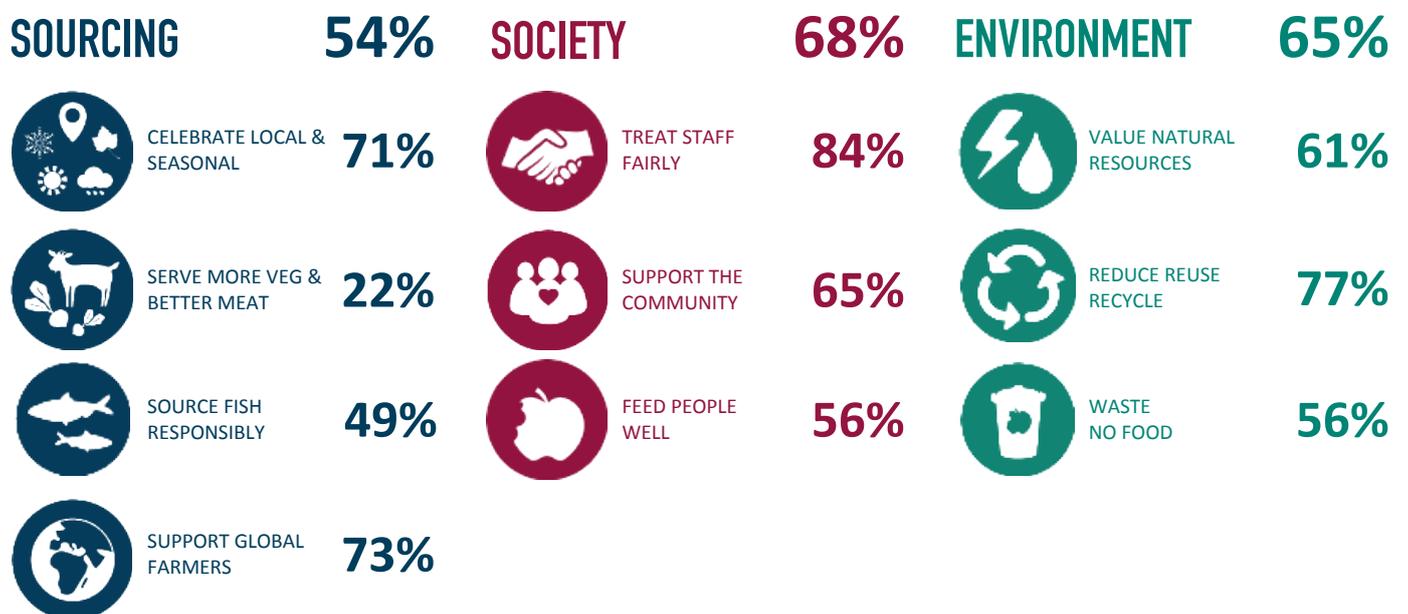
University Of Exeter

YOUR SCORE IS 61%

GIVING YOU A 2 STAR RATING



A good restaurant will...





2019

OVERALL SCORE

61%

University Of Exeter

Raymond Blanc OBE
President

Andrew Stephen
CEO

SOURCING

CELEBRATE LOCAL & SEASONAL

71%

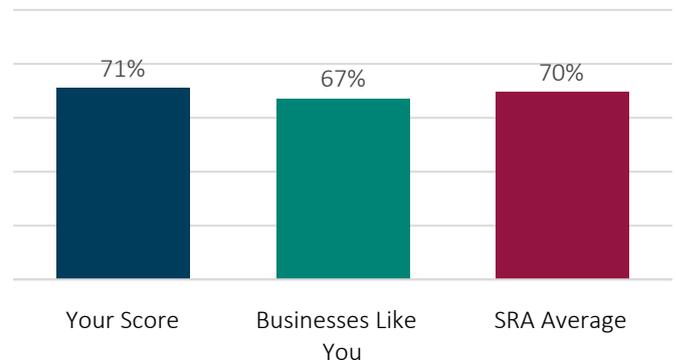


Serving locally sourced and seasonal produce promotes a healthy environment and provides the British agricultural industry with much needed support.

Half of diners tell us they want restaurants to serve local produce, yet Britain is more reliant on food imports now than it has been at any other time over the last 40 years. Local food will only continue to become more important to the UK after we leave the European Union.

Best performers in this area are building loyalty with local suppliers, and are enjoying more opportunities for creativity and flexibility by letting seasonal produce dictate their menus.

HOW DO YOU COMPARE?



2018 WINNER



FOODSPACE

“We scoured the country to find the best producers within a 50-mile radius of all 12 sites, allowing us to build a local larder and champion local producers. Now we have a ‘50-mile dish’ on the menu every day, and the customers who choose it receive loyalty points.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Explore purchasing more ingredients that are produced locally - within 50 miles of the university.

Change your menu more regularly to incorporate seasonal produce.

Explore opportunities to partner with local farms or develop your own food growing space.

Regularly review and revise your policy and targets in sourcing locally and seasonally.

Consider sharing your progress and achievements in seasonal and local sourcing in an annual summary.

SOURCING

SERVE MORE VEG & BETTER MEAT

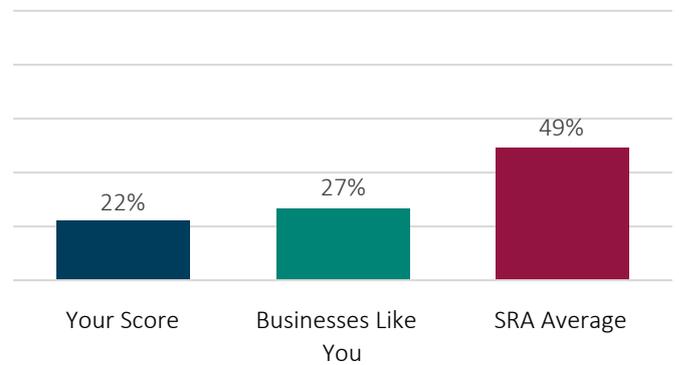


Serving more veg and better meat is healthier for both diners and the planet.

By reducing a dish's meat portion from 200g to 150g, per plate carbon emissions can be cut by a third.

With customer demand at an all time high for plant-based dishes it makes sense for the planet and your business to capitalise on veg-led eating.

HOW DO YOU COMPARE?



2018 WINNER



WOODS HILL TABLE

“We looked at the overwhelming impact of meat production in the US and decided to integrate our supply chain. We run our own 360 acre organic, 100% pasture-raised, pesticides-free livestock farm, and we use all parts of our animals, working every cut into our dishes and creating blankets from hides.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Source and serve higher welfare beef & lamb - where they have open space to roam outdoors and a diet of natural grasses.

Source and serve higher welfare pork, where pigs are reared outdoors for at least 80% of their lives.

Source and serve higher welfare poultry and eggs. Talk to your supplier(s) about options that reduce stocking densities and provide the birds access to sunlight.

Increase the percentage of fruit and vegetables you purchase that are farmed to LEAF or organic standards.

Write a policy, supplier agreement or procurement spec that includes a commitment to higher animal welfare standards.

SOURCING

SOURCE FISH RESPONSIBLY

49%

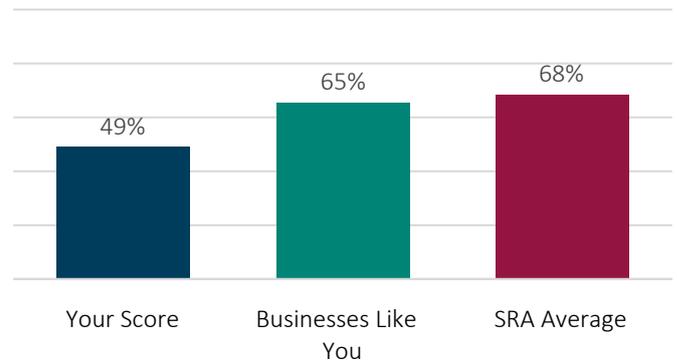


Sourcing fish responsibly keeps our oceans healthy for years to come.

Moving away from the 'Big 5', knowing the endangered species to avoid and using the Good Fish Guide is essential in serving sustainable fish.

Best performers in this area are reaping the benefits of closer ties with suppliers and a better informed, trusting customer base keen to try a variety of fish.

HOW DO YOU COMPARE?



2018 WINNER



LUSSMANS SUSTAINABLE FISH AND GRILL

“We have spent the past five years building an in-depth strategy to ensure that we are serving customers a growing variety of MSC certified dishes. We have shown that diners can fall in love with different species and that it is possible to promote the importance of MSC certification to a high street audience.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Only source wild fish species rated 1-3 by the Marine Conservation Society (MCS) or species that hold a sustainability certification.

Work directly with local fishermen to serve freshly caught options based on seasonality.

Highlight sustainable fish options on your menu to help customers make informed decisions. Share details about capture method and provenance.

Promote your efforts around sourcing responsibly caught fish and seafood through your website and social media channels.

Consider whether MSC Chain of Custody or ASC certification could work for your business.

SOURCING

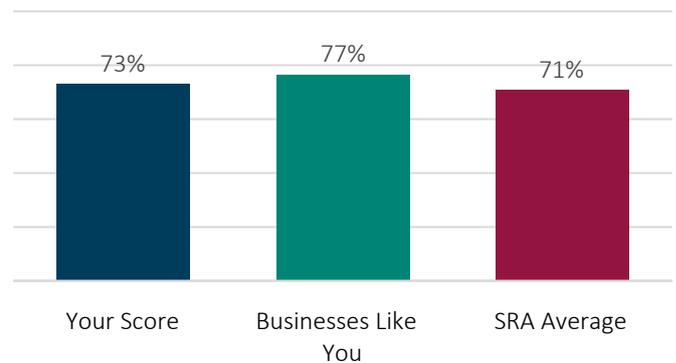
SUPPORT GLOBAL FARMERS

73% 

Carefully selecting the products you source from global farmers ensures the livelihoods of communities and often lends itself to higher standards of agricultural practices, as well as a more considered product.

Best performers in this area have helped bring their customers and coffee suppliers closer together, creating premium bespoke products that taste great, support communities and have a great story to tell.

HOW DO YOU COMPARE?



2018 WINNER



BARTLETT MITCHELL

“We brought our supply chain in house by launching our own premium Fairtrade coffee brand, ‘Perkee’. Working with the Soppexcca Coffee Co-operative, this satisfied customer’s demand whilst ensuring a fair deal for the farmers growing it. The project provides our customers a better coffee experience than the high street but also allows us to have real impact on the lives of over 600 farmers.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Purchase exotic fruit to a higher standard of ethical and environmental management principles, such as Fairtrade or organic.

Include your ethical and environmental procurement standards for chocolate, palm oil, and exotic fruit in your global sourcing policy.

Ask your suppliers to keep you informed about their progress in projects that directly benefit farmers, such as gender equality, education and/or community grants.

Continue investing time and energy in sourcing global products sustainably - ensure you keep up to date on any changes your suppliers make.

Publicly promote the work you are doing to support global farmers through your website and social media channels.

TREAT STAFF FAIRLY

84%

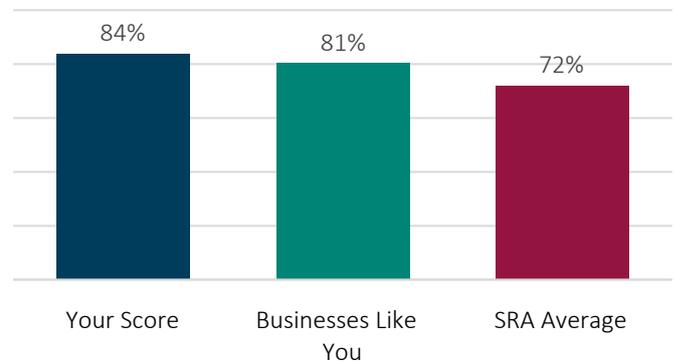


Treating people fairly, especially staff, is good for business.

High staff turnover costs the hospitality industry close to £300m a year and almost half of all chef vacancies are considered hard to fill.

Best performers in this area are thinking about how to offer their staff more than just a fair wage by experimenting with new working patterns and benefit packages.

HOW DO YOU COMPARE?



2018 WINNER



CAFÉ ST HONORÉ

“We set out not to be a good employer, but the best. We pay livable wages, introduced mentoring and at least one daily shared meal for all staff, while cutting down to a four-day, 45 hour work week. It’s crucial to say ‘I trust you to do this’.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Continue to explore opportunities to increase staff benefits, training and development.

Consider sharing your progress, achievements and challenges around staff welfare in an annual summary.

Regularly review and revise your policy and targets around staff welfare.

Participate in driving change in the sector, share you learnings with the Food Made Good online community.

Consider creating a blog or case study about your staff policies - demonstrating your progress and achievements in this area.

SUPPORT THE COMMUNITY

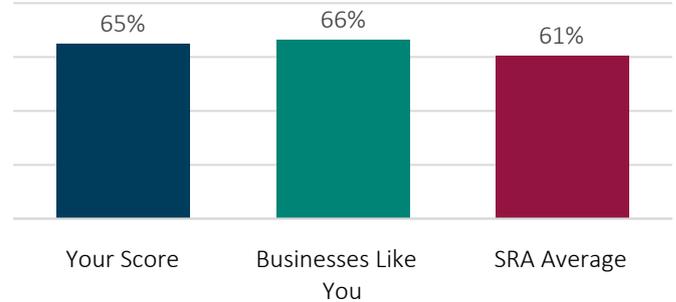
65%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

Best performers in this area are developing closer ties with their local neighbourhoods, and their staff are being motivated by the enriching experiences this provides.

HOW DO YOU COMPARE?



2018 WINNER



THE BREAKFAST CLUB

“We have created an online platform to encourage other restaurants to create ‘good days’ for local charities, their employees and their customers. Charities are given a platform to share their expertise, businesses in hospitality are given the tools and knowledge to network with like-minded individuals, and local communities can benefit from the businesses’ pledge to act upon what they’ve learnt.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

- Recruit staff from vulnerable groups or people local to your business that do not have the access or skills to enter traditional recruitment channels.
- Source some products from social enterprises or charities.
- Promote your charitable efforts to your customers and the public in store or online.
- Consider sharing your progress, achievements and challenges around supporting you community in an annual summary.
- Consider creating a blog about your work supporting the community or speak on a panel.

SOURCING

FEED PEOPLE WELL

Feeding people well helps to encourage and educate the public about how interesting healthy eating can be.

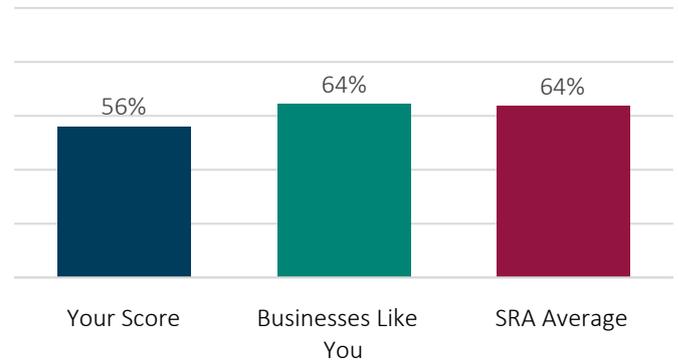
With eating out no longer being a rare treat, it is important to provide people with dishes that are good for both them and the planet, meaning well balanced dishes which are rich in vegetables.

Best performers in this area are capitalising on families' growing appetite for an eating out experience that not only tastes great but is also nutritious.

56%



HOW DO YOU COMPARE?



2018 WINNER



FARMACY KITCHEN

“Our mission at Farmacy is to help raise consciousness around food and promote a healthy lifestyle. This is a movement that advocates plant-based, organic eating and a chemical-free approach to increase health and wellness for both us and the planet.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Develop a strategy to include more healthy options on your menu.

Make your healthy eating strategy available to all staff, customers and include it in training.

Offer more soft drinks that do not contain added sugar.

Regularly review and revise your policy and targets around your healthy options and offerings.

Keep talking to customers and suppliers about your ongoing projects and achievements in feeding people well.

VALUE NATURAL RESOURCES

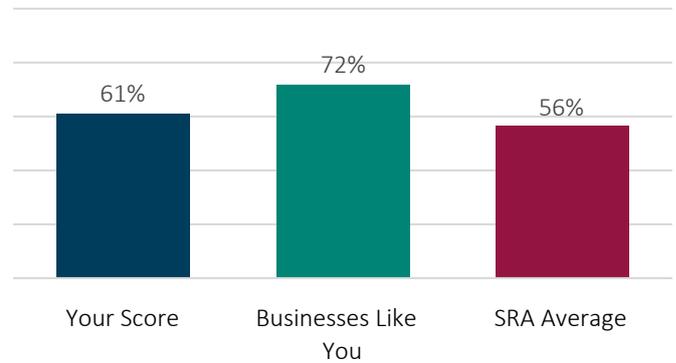


Global temperatures are rising, damaging the planet and our food supply.

Restaurants use over twice as much energy per square foot compared to other commercial buildings, but simple things like turning the thermostat down by 1°C can reduce energy bills by 7%.

Best performers in this area are benefiting from a reduction of up to a third on their bills thanks to a smart combination of innovation, training and investment in greener technology.

HOW DO YOU COMPARE?



2018 WINNER



NANDO'S

“We have partnered with Hillcross Furniture and The Employability Trust to refurbish old outdoor furniture and send it back into our restaurants as good as new. The initiative has not only prevented waste and additional purchasing on our side, but also benefited Hillcross, as it enables them to focus on skilled upholstery.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Switch to an energy tariff that includes renewable energy and/or green gas.

During any kitchen refits or appliance changes, look for equipment or technology that helps you reduce or monitor your electricity/gas consumption.

Investigate ways to further reduce your water usage by installing new equipment, capturing water and implementing conservation processes.

Promote your environmental efforts, specifically around your energy or water efficiency to your customers.

Consider creating a blog or case study about any initiatives you've undertaken to minimise your resource consumption.

REDUCE REUSE RECYCLE

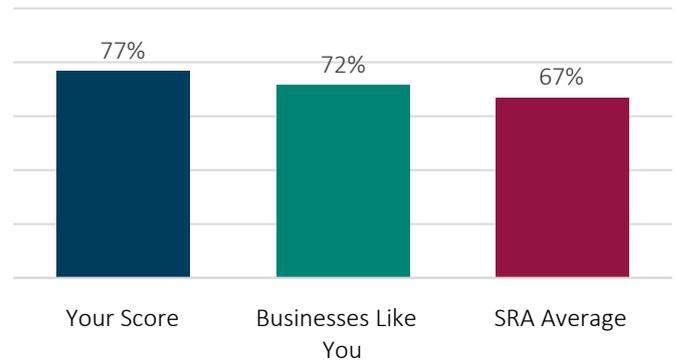
77%



Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away.

Best performers in this area are actively seeking out reusable alternatives to items with short life spans, in combination with influencing their suppliers to do the same.

HOW DO YOU COMPARE?



2018 WINNER



ODE TRUE FOOD

“We got drastic on plastic, setting up a purchasing coop to secure alternative plant-based products at a competitive price. We connected with a local primary school to do a beach clean; the children made a sculpture with the plastic collected, which we now use to educate the public around plastic pollution.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Review progress against non-food waste targets monthly, with the aim of reduction or identifying problem areas.

Ensure all staff are trained to efficiently manage and reduce your waste streams.

Hold an internal audit of the disposable items you offer, and consider whether any more can be removed and/or replaced with non-disposable alternatives.

Consider only offering tap/filtered water to your customers, not bottled.

Share your operational knowledge and challenges around reducing, reusing and recycling with the Food Made Good community.

ENVIRONMENT

WASTE NO FOOD

56%

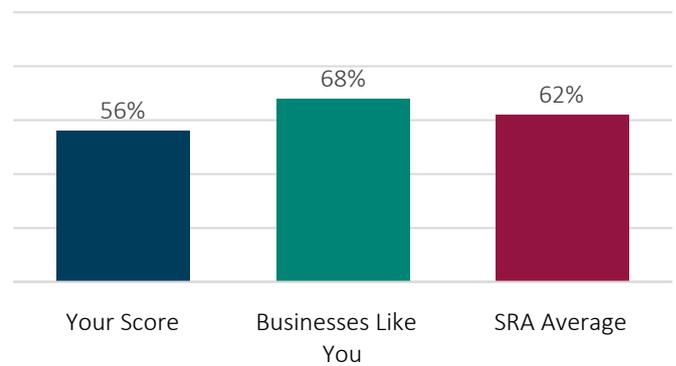


Wasting food should not be a part of our everyday lives.

On top of helping to cut greenhouse gas emissions, reducing food waste can also have significant financial gains. Restaurants can make a profit of £7 for every £1 they invest in cutting food waste.

The best performers in this area are monitoring their waste, setting realistic targets with good action plans and being innovative in creative ways to manage unavoidable waste.

HOW DO YOU COMPARE?



2018 WINNER



JD WETHERSPOON

“We stood on the pass and in the kitchen to understand exactly where and how food was being wasted. Knowing there was no silver bullet, we launched a multi-pronged approach, reducing and separating prep waste, tackling plate waste with smaller portions, and donating unavoidable waste to charities across the country.”

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following five actions:

Create a food-waste management policy and make this available to all staff and customers, and emphasise it in the recruitment and training process.

Monitor progress against your targets monthly to ensure you are on track to achieve your goals, and identify any plateaus.

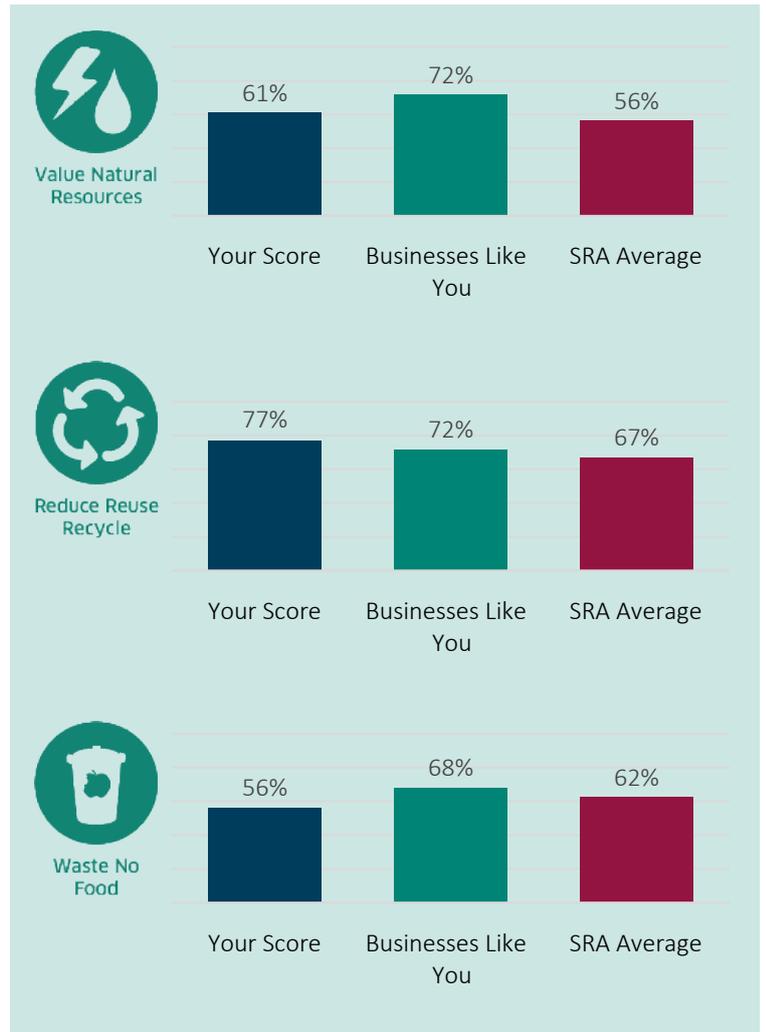
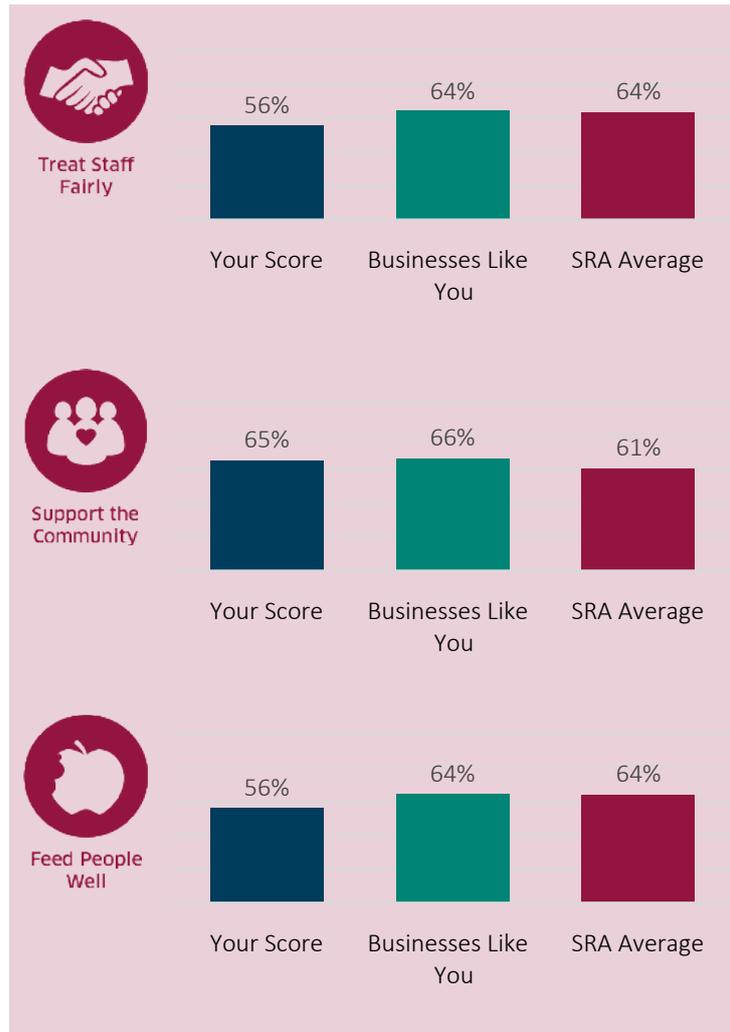
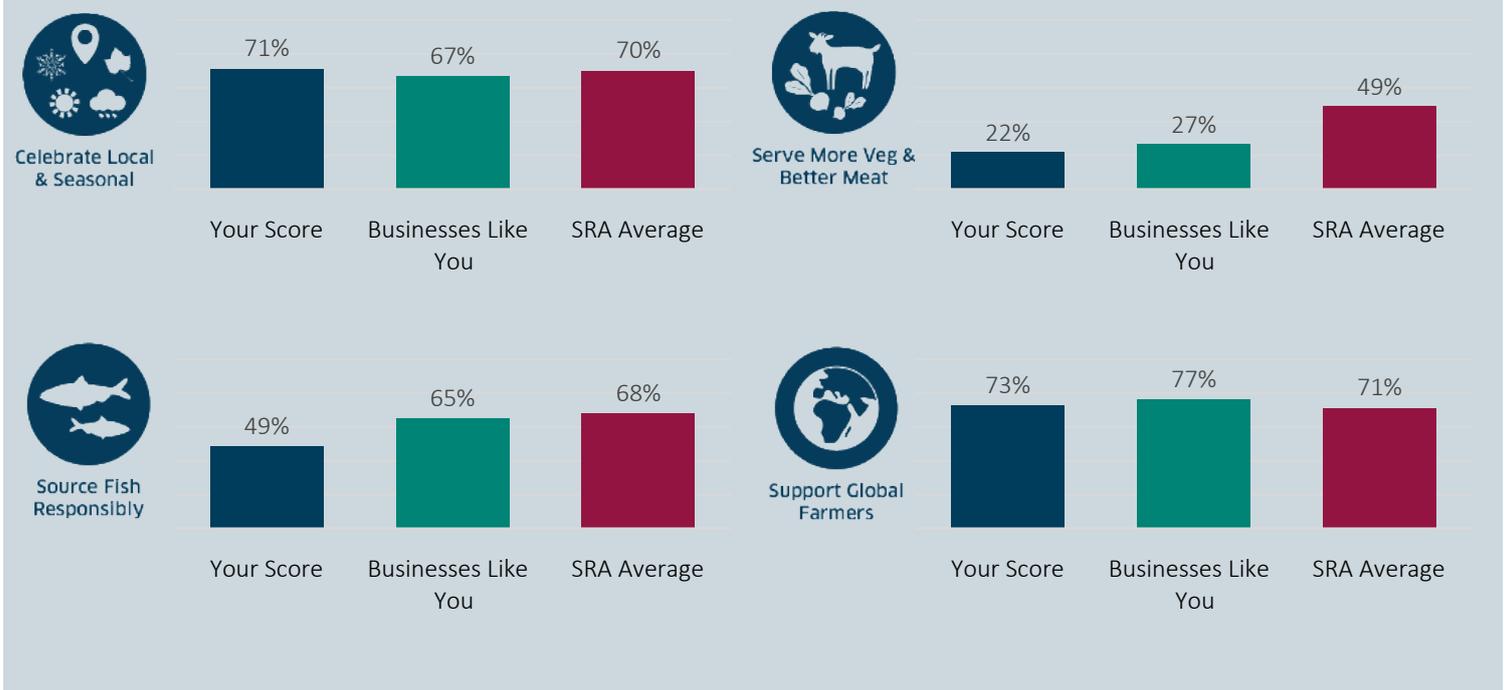
Continue to explore inventive ways to deal with unavoidable food waste - such as through fermentation, and making housemade stocks and flavoured oils.

Offer 'doggy boxes' for customers, and explore opportunities to purchase products made from surplus or wasted ingredients.

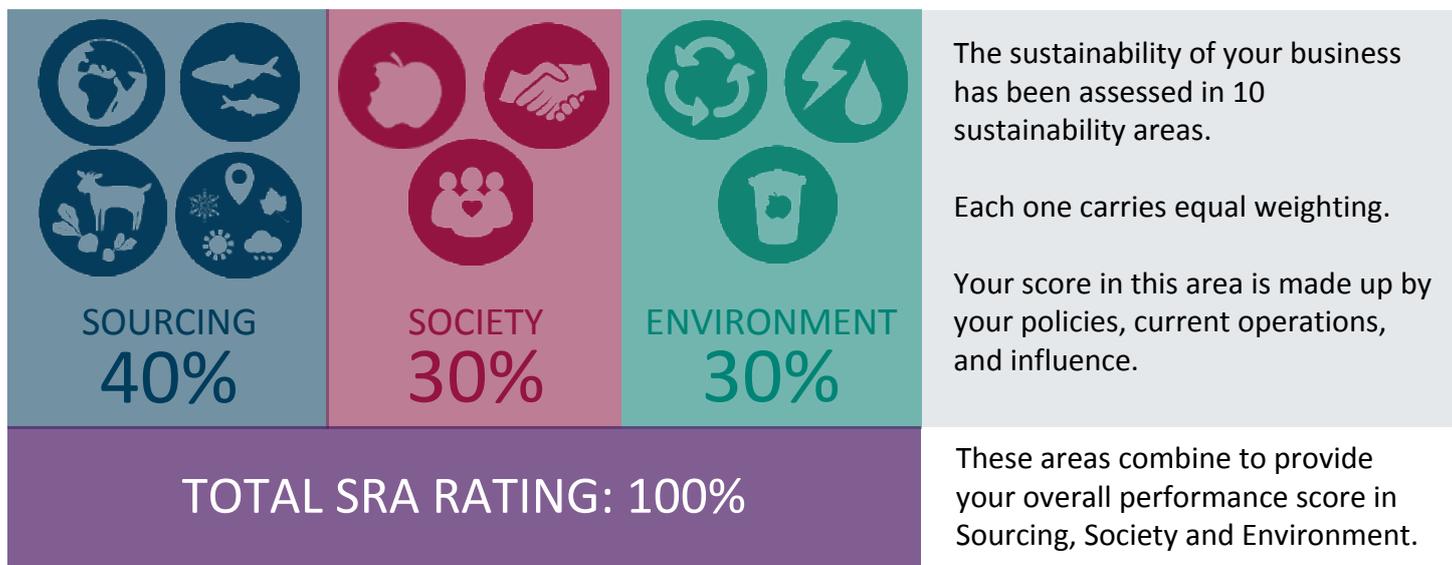
Track your progress in this area and report through a case study or blog.

BENCHMARKING

Your business type is:
University



HOW DOES THE SCORING WORK



For a detailed breakdown of how scoring works, please visit www.thesra.org/rating

ANY QUESTIONS?

Head to the [rating feedback and support group](#) or contact our membership team at community@thesra.org or **0203 903 2775**

How We Conduct Assurance

To ensure the integrity of the Food Made Good Rating and to confirm your final score we conduct three levels of assurance. We check:

1. That your policies comply with good practice.
2. With your suppliers, the standards to which you buy key items, such as meat, dairy and seafood.
3. Areas of exceptional performance by asking for further evidence on how you've achieved success.

Your Opinion Matters

From small independent restaurants, to large chains, to university cafeterias and catering companies, you are part of a diverse group of foodservice businesses. We recognise the need to make your Rating score reflective of your particular business and work behind the scenes to ensure that our Ratings are as accurate and as relevant as possible. If you are interested in being involved in the conversations or focus groups that inform future adjustments, or have further questions, please visit the [Rating feedback community group](#).

SHARING YOUR RATING

WHY SHARE?

Your customers care

2 out of 3 diners say that knowing the restaurant they are eating at is focussed on improving its impact on society and the environment makes them feel good.

85% of diners say knowing staff are treated fairly would impact their choice of restaurant.

HOW TO SHARE

Share with your customers

- Celebrate your SRA rating on your menu
- Display your rating sticker in your window
- Feature your rating on your website
- Share and talk about your rating on social media

Share with your staff

- Announce your achievements through internal newsletters and team briefings
- Thank your team for their hard work
- Ask their ideas, involve them in goal setting
- Provide sustainability training for your staff, let them know the difference they can make

Share with your suppliers

- Thank your suppliers for their contribution to your rating
- Work with your suppliers to see how they can help improve future ratings
- Ask your suppliers to speak with their other customers about the benefits of an SRA rating



Download the Food Made Good 2018 Membership Report

for an in depth breakdown of stats, insights and trends for all our 10 key sustainability areas

TOP TIPS TO DO MORE

Sustainability is a journey. Don't wait until you've finished a project to share what you are doing.

Bring your star rating to life. Share it with a story about one of your proudest sustainability achievements.

Empower your staff. Encourage them to promote your achievements and confidently answer customer questions.

Involve your team and customers in the journey. Why not ask them to help nominate a local charity to support?

Look at what other members are doing to get some ideas. Browse the [Food Made Good community](#) and get in touch if you'd like some further guidance.

Celebrate efforts and achievements on your website's sustainability page and share stories in all your marketing. Customers care.

Join our Campaigns. Download our insight report, [The Tastiest Challenge](#), to find out more about the state of the industry and how you can be involved.

WHAT TO SHARE?

You will have received your social media-ready rating logo along with this report and logos for print are also available. **Tweet** about your achievements, or share a photo on **instagram** to get started @FoodMadeGood.

If you would like specific logos or more advice on sharing your achievements, head to the Rating Feedback and Support group.

PR OPPORTUNITIES

Need further help brainstorming ideas? Reach out to our PR expert Tom Tanner to discuss further opportunities.
tom@thesra.org

SUSTAINABLE DEVELOPMENT GOALS

Our 10 key area framework is a fantastic way to make sense of the key sustainability areas that relate to foodservice and serve as a common framework to make collective progress. In order to emphasize the impact you have on the wider food system through working with the SRA, and to help you use your Food Made Good Report in your business reporting, we've mapped out how our framework relates to the [UN's Sustainable Development Goals](#) or SDGs. The 17 SDGs were agreed by all UN members in 2015, and represent a global collective progress towards a sustainable future by 2030.

sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers



society



Treat Staff Fairly



Support the Community



Feed People Well



environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food

