Transforming tourism
Transition to 2030: Workshop

Planet-based food
Planning, Procurement and Waste
June 22nd: 9.30am - 11.30am AST OECS region
Transforming tourism
Transition to 2030: Workshop

Planet-based food
Planning, Procurement and Waste
June 22nd: 2pm - 4pm MUT Indian Ocean region
Planet-Based Food: Planning, Procurement and Waste
Agenda

Part One: Procurement and Planning for Planet-based food
• Tourism’s role in a sustainable food future
• Planet-based food choices
• Menu design and local procurement

Break

Part Two: Food waste drivers and solutions
• Waste reduction, measuring and monitoring processes
• Solutions
Part One: Procurement and Planning for Planet-based Food
THE GLOBAL GOALS
For Sustainable Development
The food problem?

- Food security for **growing world population**
- Food **production and climate** change
- **Health** impacts, hunger & inequality
- **Fair** food trade
- Protection of food **culture and traditions**
The gaps in our sustainable food future

1. The Food Gap
   • 10 billion people to feed by 2050
   • 50% more food needed by 2050

2. The Climate Gap
   • How to produce more whilst reducing emissions to pre-2010 levels?

3. The Land Gap
   • No net expansion in area of agricultural land
   • How to produce more food without more land
The Food Gap

How will we feed 10 billion people by 2050?

• The problem is not as simple as shortage of supply

• It is about how we can do this within planetary boundaries

“when implementing dietary changes, reducing food loss and waste, …and applying ambitious changes in food production practices, up to 10 billion people could be fed within planetary boundaries.” (WWF)
# Climate Impact: Meat vs Plant-Based

## How cool is your food?

<table>
<thead>
<tr>
<th>FOOD</th>
<th>IMPACT (GHG emissions per gram of protein)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat</td>
<td></td>
</tr>
<tr>
<td>Corn</td>
<td></td>
</tr>
<tr>
<td>Beans, chickpeas, lentils</td>
<td></td>
</tr>
<tr>
<td>Rice</td>
<td></td>
</tr>
<tr>
<td>Fish</td>
<td></td>
</tr>
<tr>
<td>Soy</td>
<td></td>
</tr>
<tr>
<td>Nuts</td>
<td></td>
</tr>
<tr>
<td>Eggs</td>
<td></td>
</tr>
<tr>
<td>Poultry</td>
<td></td>
</tr>
<tr>
<td>Pork</td>
<td></td>
</tr>
<tr>
<td>Dairy (milk, cheese)</td>
<td></td>
</tr>
<tr>
<td>Beef</td>
<td></td>
</tr>
<tr>
<td>Lamb &amp; goat</td>
<td></td>
</tr>
</tbody>
</table>

*Note: GHG emissions per gram of protein

*Note: Lighter shade shows emissions from production, darker shade emissions from land-use change. Source: WRI (2016)*
The Land Gap

At the crux of inefficient uses of land, water and soil is the fact that over 50% of the world’s crops are currently used to feed animals and not people.
Changing the way we eat
Health Impacts

1 in 3 overweight or obese
1 in 12 hungry or undernourished
Leading cause of death
Increasing risk for future pandemics
No country on course to meet 2025 global nutrition targets

Source: WWF
Growing concerns with eating meat

Processed meat classified as Group 1, ‘carcinogenic to humans’

Red meat classified as Group 2A, ‘probably carcinogenic to humans’

Source: World Health Organization
Fish and Seafood

Maybe
- SALMON
- SNAPPER
- CRAB

Good
- MACKEREL
- TUNA
- SARDINES
- SHRIMP
- MUSSELS

Bad
- SHARK

- RED-LISTED SEAFOOD
  As listed on WWF Seafood Guides

- IUCN RED LIST
  Critically Endangered or Endangered Species

- CITES
  Any species under “Appendix I”

- SHARKS
  Any Species

- GREEN-LISTED SEAFOOD
  As listed on WWF Seafood Guides

- RESPONSIBLE SEAFOOD
  Sourced from Fishery and Aquaculture Improvement Projects

- MSC/ASC
  Certified Seafood

- INCREASE
Solutions

• Dietary choices
• Meal planning and procurement
• Better food loss and waste management
Introducing Planet-based diets:

“Win-win consumption patterns that are high on human health benefits and low on environmental impacts”

Source: WWF
Empowering Women

Worldwide, women play a key role in food security; empowerment of women is critical to securing sustainable food systems.

Source: FAO Food and Agriculture Organization of the United Nations
Planet-based diets and tourism

Importance of food consumption to tourism

• Food is an important component of a tourist experience
• Supports health and wellbeing whilst on holiday
• Enables tourists to interact directly with the ecological, social and cultural resources in the destination
• Enables destinations to differentiate their offer
• Creates socio-economic benefits for local suppliers
The Business Case for Sustainable Food

- Enhances reputation,
- Addresses consumer demand and meets expectations
- Helps build resilience
Post pandemic destinations and brands would do well to “double down on their sustainability practices operationally as well as for developing sustainable products for consumers” Euromonitor International
How to move from exploitation to restoration

‘Bending the Curve’ WWF
How Cool is Your Food?

Cool Food. Delicious climate action.

www.coolfood.org
Now tell us about any foods you've stopped serving for sustainability reasons.
tell us about any particularly sustainable food items currently on your menu
Break
Procurement considerations

**Planet-based**
- Lower impact foods have highest health benefits and vice versa
- Plant-based foods are less resource intensive, create less emissions and are better for health than animal based food

**Local**
- Socio-economic benefits
- Lower transport emissions
- Authenticity of customer experience
- Protection of food cultures and traditions

**Seasonal**
- Reduces need for energy intensive practices
- Nutrients are fully developed in seasonal fruit and vegetables
- Tastier, healthier and authentic

**Fair**
- Better agricultural practices
- Gender and equality standards
- Better working conditions
- Better trading conditions for producers and workers
Procurement considerations – ingredient yield

**Ingredient Yield Heat Map**

Our heat map helps you reduce food waste by providing insight into what parts of a vegetable or fruit are edible and recommendations on how to prepare or repurpose typically unused parts.

- **5** Ingredient is entirely edible and versatile in its uses.
- **4** Ingredient is entirely edible and versatile. While the part(s) that are typically discarded could be eaten, they may not add value to a dish.
- **3** Ingredient has part(s) that are inedible and are challenging to repurpose. The part(s) that are edible are versatile in its uses.
- **2** Ingredient has part(s) that are inedible and are challenging to repurpose. The edible part(s) are not versatile.
- **1** Ingredient is mostly inedible and challenging to repurpose.

**Banana**

- **SEASON:** Year-Round
- **REASON:**
  - The entire ingredient is edible, including the peel, but the peel can be challenging to repurpose.
  - The banana flesh, which is called the “pulp,” is a versatile ingredient.
- **REDUCTION TIPS:**
  - If working with organic bananas, the peel can be used as a wrap to store food, or as a water proofing serving dish. The peel can also be added to smoothies.
  - Caramelize overripe bananas, use them to make gluten-free pancake batter (just eggs and bananas), or add to smoothies.
# Procurement considerations – ingredient yield

## APPENDIX G: PRODUCE YIELD RANKING TOOL

**PRODUCE YIELD RANKING TOOL**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Yield Ranking</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blueberries</td>
<td>5</td>
<td>• The entire ingredient is edible and is best used in desserts, pastries, breakfast dishes.</td>
</tr>
<tr>
<td>Cantaloupes</td>
<td>3</td>
<td>• Cantaloupe skin is not edible, but the flesh and seeds are. • The seeds are edible and could be roasted but may not add much value to a dish.</td>
</tr>
<tr>
<td>Cherries</td>
<td>3</td>
<td>• The stem and pits of cherries are not edible.</td>
</tr>
<tr>
<td>Cucumber</td>
<td>5</td>
<td>• The entire ingredient is edible, including the skin and seeds. • <strong>Sample Dish:</strong> Grilled Cucumbers For These Reaching The End Of Their Shelf Life. • <strong>Reduction Tip:</strong> If You’re Going To Peel And Or Deseed Cucumbers, Brine There Or Add Them To Stir Fry.</td>
</tr>
</tbody>
</table>

**This rubric is based on:**
- How much of an ingredient is edible,
- How versatile the ingredient is, and
- How much value it will add to a dish and the guests’ dining experience.

From [www.hotelkitchen.org](http://www.hotelkitchen.org) Ingredient Yield Ranking Tool
Exercise:

Interactive Activity

Break into groups or individually:
• Use the checklist provided to consider how to make progress towards more sustainable food consumption.
• Think about the most commonly purchased and served food ingredients and then identify if you should avoid / buy less / more of

3 Self-assessment questions:
• What should we avoid / buy very little of?
• What should we buy less of?
• What should we buy more of?
# Ingredient procurement

**Food Ingredient and common uses:**

<table>
<thead>
<tr>
<th>Environmental Impact (H/M/L): Consider resource intensity, transport, impact on particular species / ecosystem, seasonality</th>
<th>Impact on health: Consider animal products, high fat content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locally grown:</strong> Are you buying from local suppliers? Is it a traditional, authentic ingredient?</td>
<td><strong>Seasonal purchase:</strong> Is it purchased all year-round?</td>
</tr>
<tr>
<td><strong>Ingredient yield:</strong> Is it mostly edible? Easy to repurpose/ versatile?</td>
<td><strong>Fair Trade:</strong> Are working conditions good? Are producers paid a fair price?</td>
</tr>
</tbody>
</table>

## Assessment decision and solutions

- ☐ Avoid / buy occasionally
- ☐ Buy less
- ☐ Buy more
- ☐ No change

**Sustainability solutions / actions:**

- e.g. replace with alternative, repurpose ingredient, find local supplier, buy only when in-season, investigate supply chain, work with suppliers to improve practices
Case Study: Martinhal Resorts Portugal

- Local, seasonal, sustainable and fair sourcing policy
- GM and head chef research plant based cooking
- Staff drawn from local community
- Deliberate aim to build relations with local food suppliers
- Pay a fare rate
- Encourage suppliers to grow to order
- Fresh seasonal menu for guest
- Good reputation locally helps attract staff
Part Two
Practical Solutions
The Challenge:

By 2030...

We need to...
Reduce food losses along production and supply chains, including post-harvest losses

And

Halve per capita global food waste at the retail and consumer levels
Buffet / Food waste challenges

Matching Supply & Demand

Preparation

Spoilage

Merchandising

Abundance mindset

Under consumption (plates)

Can be achieved without compromising customer satisfaction or the appeal of the buffet.
Waste Reduction, Measuring and Monitoring

Staff engagement → Separate → Measure → SMART goals → Action → Communicate with customers → Review

www.hotelkitchen.org
Staff Engagement

- Concerns over guest satisfaction
- Changing mindset of ‘abundance = quality’
- Changing practices, more work, time and effort
- Feeling ‘monitored’
Separate

**MEASURE**

Now you have your target it’s time to measure food waste. We recommend that you use four containers and download the labels [here](#).

- **PREPARATION**
  Food that is thrown away during preparation, such as offcuts.

- **SPOILAGE**
  Food that’s damaged or out of date, such as vegetable spoilage.

- **PLATE WASTE**
  Food that is left on plates such as chips and garnishes.

- **OTHER**
  Other types of food thrown away, such as food that is ready to serve but not eaten, e.g. over production, buffet.

"Separating and measuring your food waste is the single most important thing you can do to start preventing future waste. Separation and measurement provides transparency and insights into the largest drivers of food waste so you can start planning for reduction."

— World Wildlife Fund, Hotel Kitchen Toolkit
Measure and set Smart Goals

From WRAP, UK
Communicate

“At our hotel we are proud to collaborate with our guests to ensure the best possible buffet experience. Preparing foods of the best quality and variety, in amounts that are abundant without being excessive, helps ensure our food is eaten and not wasted.”

Review

What went well?
What didn’t go so well (and why)?
Where could we improve further?
The 5P Framework

1. Product
2. Placement
3. Presentation
4. Promotion
5. People
1. Product
2. Placement
3. Presentation
4. Promotion

The intervention that was scored highest by our industry sample was PRS1—“Use language on menus to emphasize the positive attributes of plant-rich dishes”
5. People
Summary

- Move to make menus more planet-based, local, seasonal and fair
- Separate, Measure, Set Goals, Take Action, Review
- Remember The 5P’s
  - Product
  - Placement
  - Presentation
  - Promotion
  - People
Key Tools and Resources

• Hotel Kitchen: Fighting Food Waste in Hotels:
• Futouris: Sustainable Food Manual
• WRAP: Food Reduction Toolkit
• UNEP: Responsible Food Purchasing
• WWF: Bending the Curve: The Restorative Power of Planet-based Diets
Thank you.

• Any Questions?
• Please answer the feedback questions via Menti.com
Transforming tourism
Transition to 2030: Workshop Series

Plastic (6th June) → Sustainable Procurement → Influencing Consumer Behaviour → Climate Change

Supported by:
- Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- United Nations Environment Programme
- Transforming Tourism

Based on a decision of the German Bundestag