

# Transforming tourism

Transition to 2030: **Workshop**

## Planet-based food

Planning, Procurement and Waste

June 22nd: 9.30am - 11.30am AST **OECS region**



Supported by:



based on a decision of the German Bundestag



# 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)*

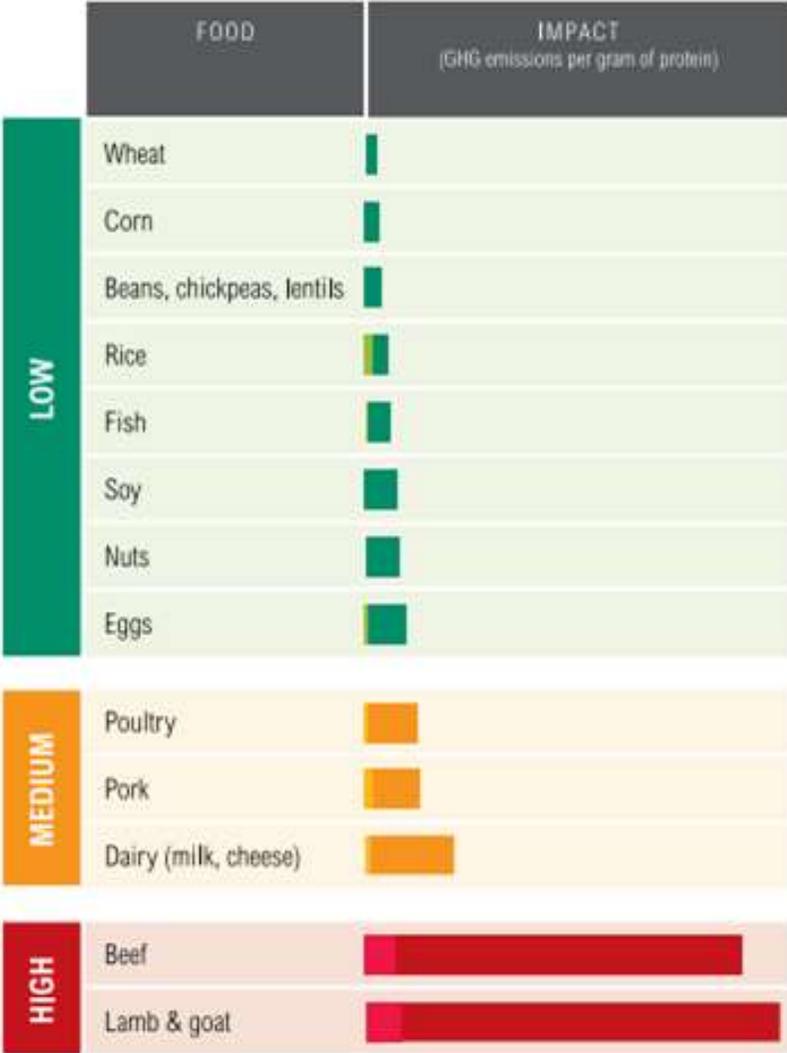


# The Climate Gap



# Climate Impact: Meat vs Plant-Based

How cool is your food?



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**



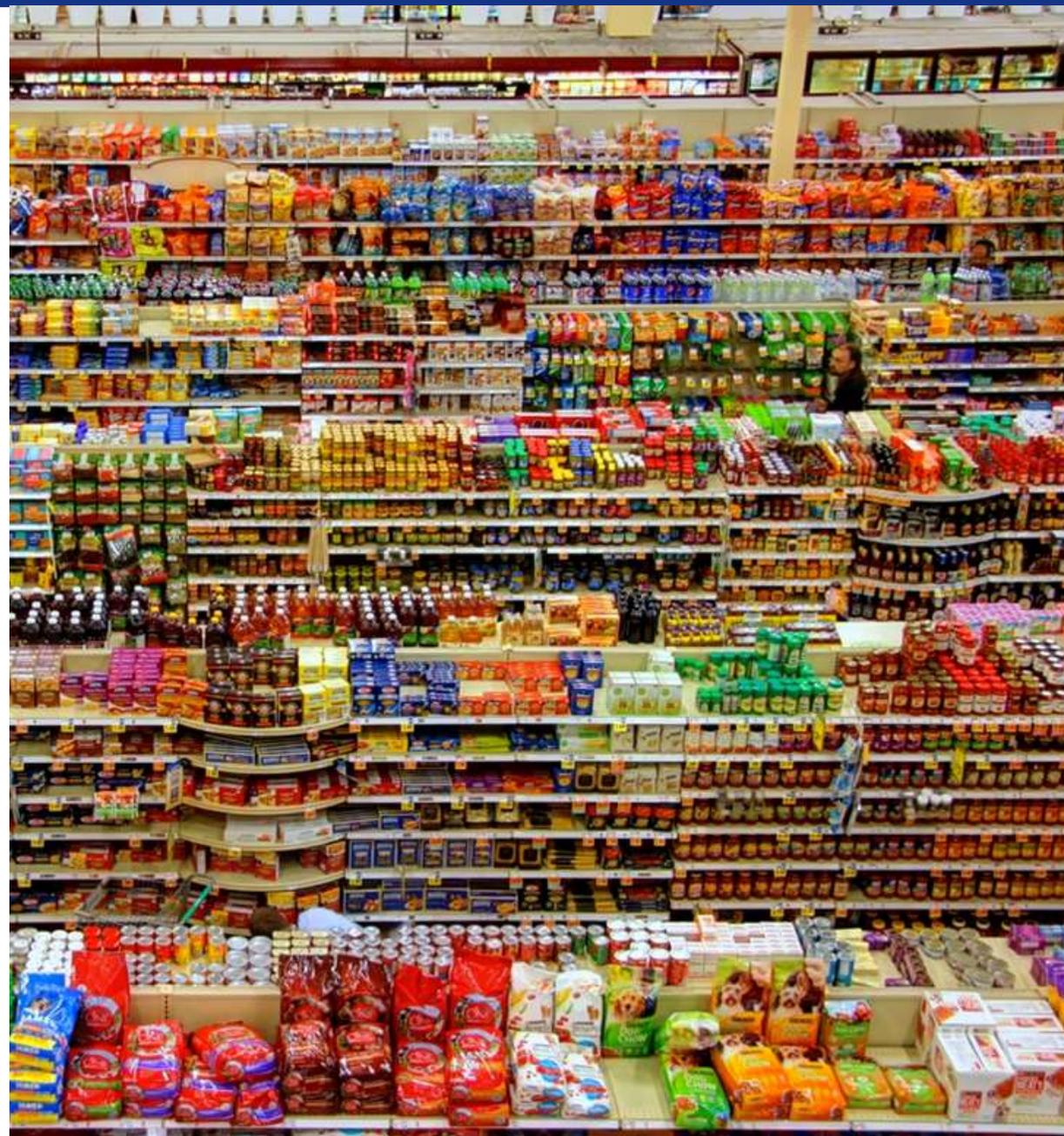
Increasing risk for future  
**pandemics**



No country on course to meet  
**2025** global  
nutrition targets



Source: WWF



# Growing concerns with eating meat

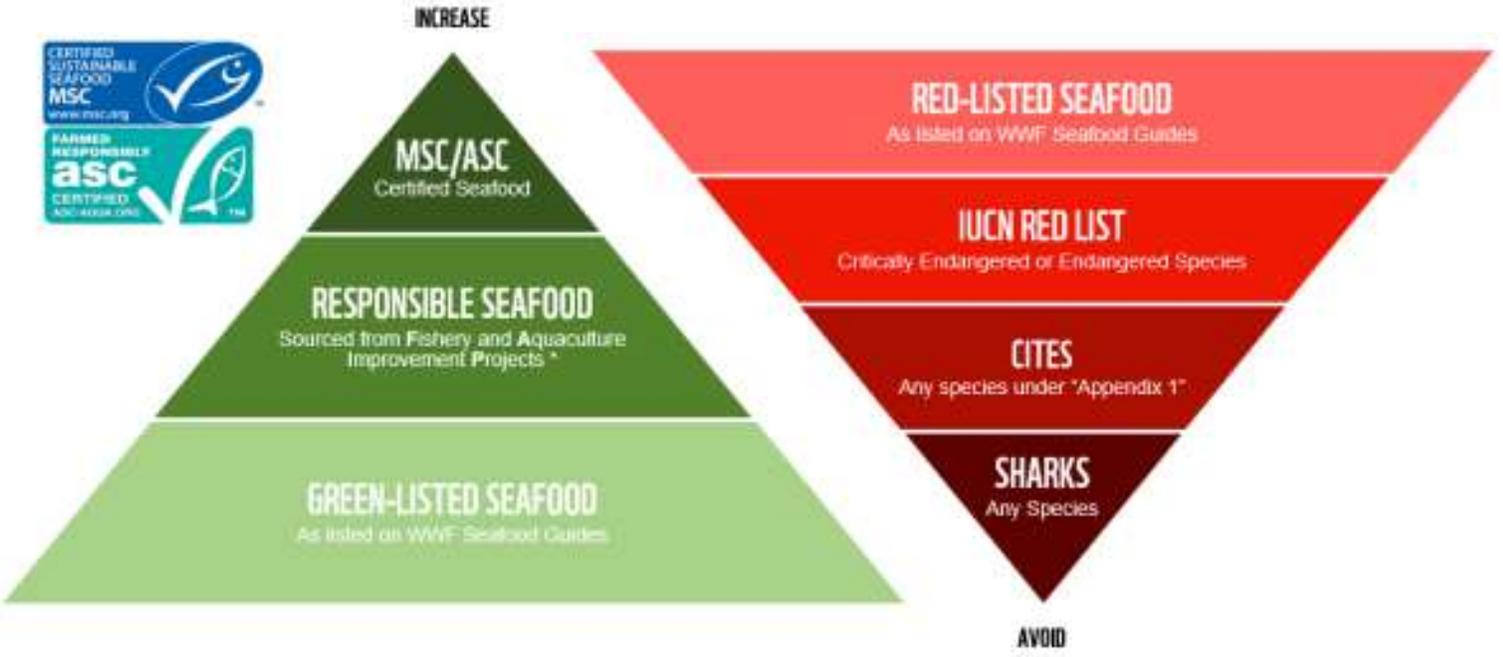
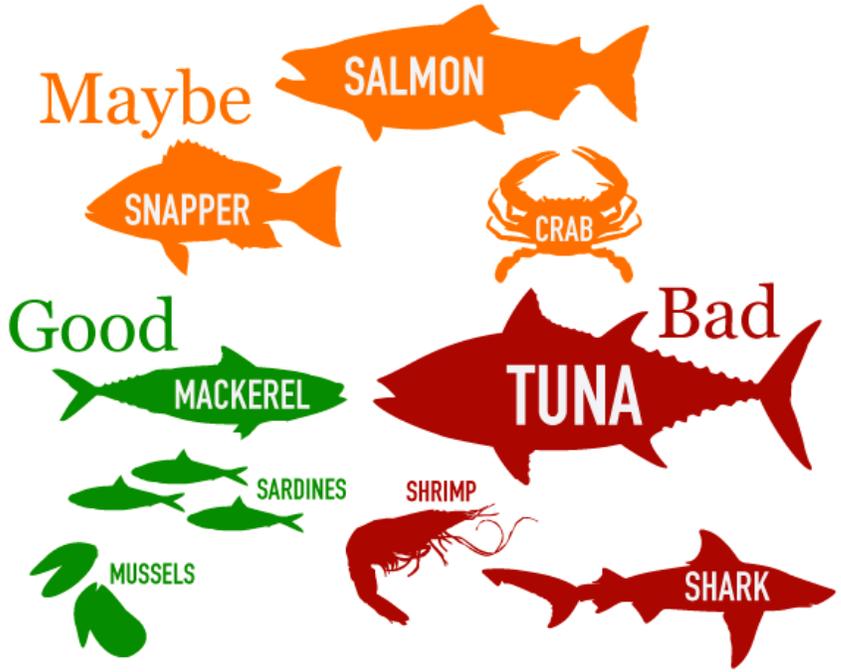


Processed meat classified as  
Group 1, 'carcinogenic to humans'

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

*source: World Health Organization*

# Fish and Seafood





# 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

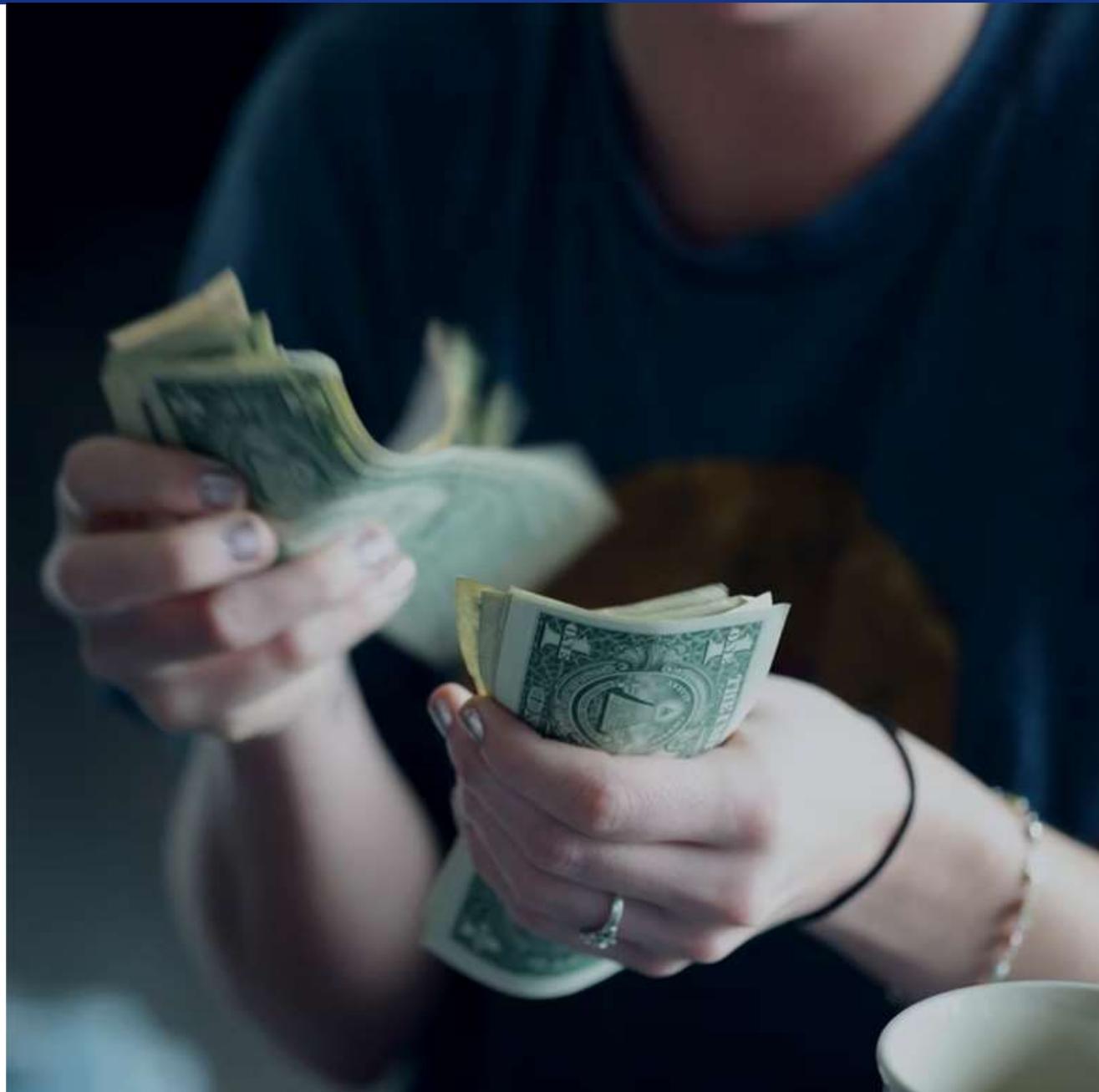


## Importance of food consumption to tourism

- 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



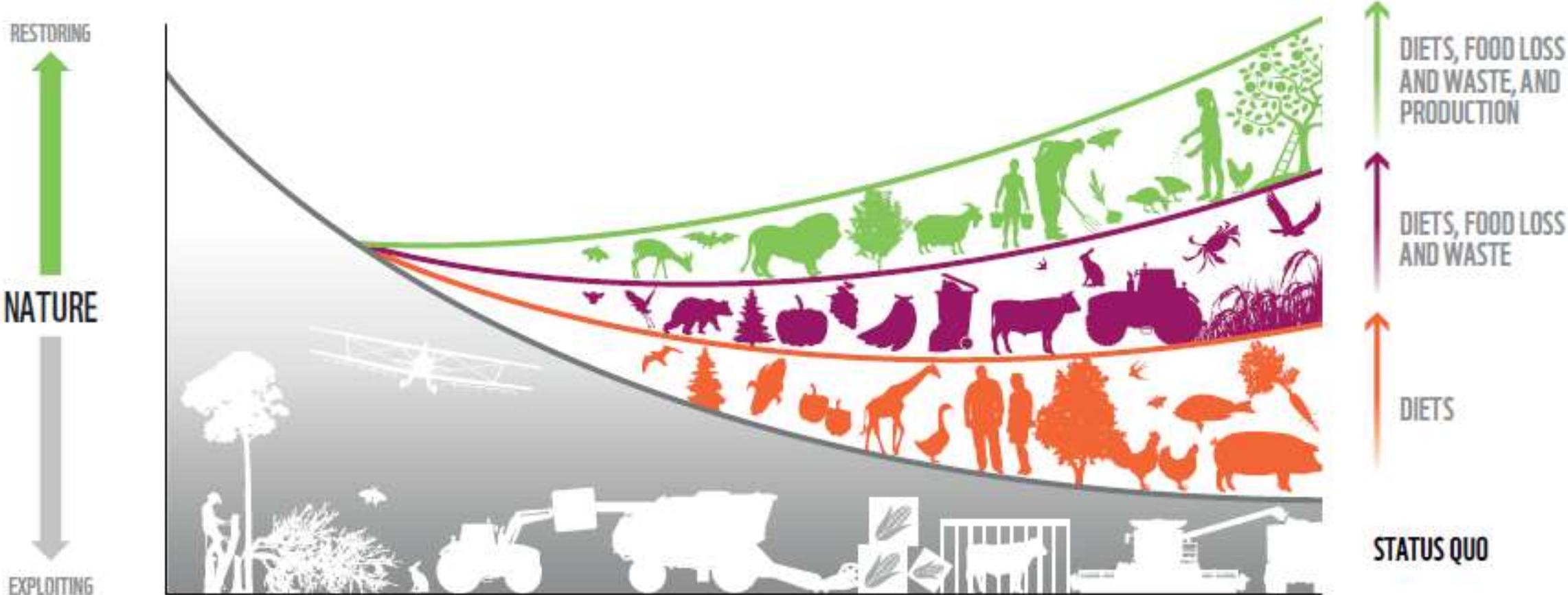
# Consumer Trends

A photograph of a man and a woman sitting at a table in an outdoor restaurant. The woman, on the left, has long brown hair and is looking down at a menu. The man, on the right, has short grey hair, wears glasses, and a light blue polo shirt. He is also looking at the menu. The background shows other tables and chairs under large orange umbrellas, with a stone building and trees in the distance.

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?



[www.coolfood.org](http://www.coolfood.org)

Now tell us about any foods you've stopped serving for sustainability reasons

# Menti

tell us about any particularly sustainable food items currently on your menu

# Menti

**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

4

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 steam food, or as a waterproof 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

5	Ingredient is entirely edible and versatile.
4	Ingredient is entirely edible and versatile, the part(s) that is/are typically discarded could be used, but may not add value to a dish.
3	Ingredient has part(s) that are NOT edible and are challenging to repurpose, but what is edible is versatile.
2	Ingredient has part(s) that are NOT edible and challenging to repurpose, and the edible part(s) are not versatile.
1	Ingredient is mostly INEDIBLE and challenging to repurpose.

#### 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.

Blueberries	5	<ul style="list-style-type: none"> <li>• The entire ingredient is edible and is best used in desserts, pastries, breakfast dishes.</li> </ul>	
Cantaloupes	3	<ul style="list-style-type: none"> <li>• Cantaloupe skin is not edible, but the flesh and seeds are.</li> <li>• The seeds are edible and could be roasted but may not add much value to a dish.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>REDUCTION TIP:</b> Roast The Cantaloupe Seeds. Use Them As A Garnish Or In Pastries.</li> </ul>
Cherries	3	<ul style="list-style-type: none"> <li>• The stem and pits of cherries are not edible.</li> </ul>	
Cucumber	5	<ul style="list-style-type: none"> <li>• The entire ingredient is edible, including the skin and seeds.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>SAMPLE DISH:</b> Grilled Cucumbers For Those Reaching The End Of Their Shelf Life.</li> <li>• <b>REDUCTION TIP:</b> If You're Going To Peel/And Or Deseed Cucumbers, Brine Them Or Add Them To Stir Fry.</li> </ul>

# 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:	
<b>Environmental Impact (H/M/L):</b> Consider resource intensity, transport, impact on particular species / ecosystem, seasonality	<b>Impact on health:</b> Consider animal products, high fat content
<b>Locally grown:</b> Are you buying from local suppliers? Is it a traditional, authentic ingredient?	<b>Seasonal purchase:</b> Is it purchased all year-round?
<b>Ingredient yield:</b> Is it mostly edible? Easy to repurpose/ versatile?	<b>Fair Trade:</b> Are working conditions good? Are producers paid a fair price?
Assessment decision and solutions	
<input type="checkbox"/> Avoid / buy occasionally <input type="checkbox"/> Buy less <input type="checkbox"/> Buy more <input type="checkbox"/> No change	<b>Sustainability solutions / actions:</b> 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: Martinh​al 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 fair 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

- 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

Food Waste											
Food Service Provider:											
Pubs Please refer to the Food Service Provider definitions at the bottom of this page											
Date (dd/mm/yyyy)	Day	Covers	Spillage (kg)	Prep waste (kg)	Plate waste (kg)	Buffet waste (kg)	Notes (content of bins, special occasion)	Food Waste/kg	Cost of Food Waste/£	Food waste per cover/kg	Cost per Cover/£
	Sunday										
	Monday										
	Tuesday										
	Wednesday										
	Thursday										
	Friday										
	Saturday										
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	Thursday										
	Friday										
	Saturday										
	Sunday										



From WRAP, UK



**Action**



# 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

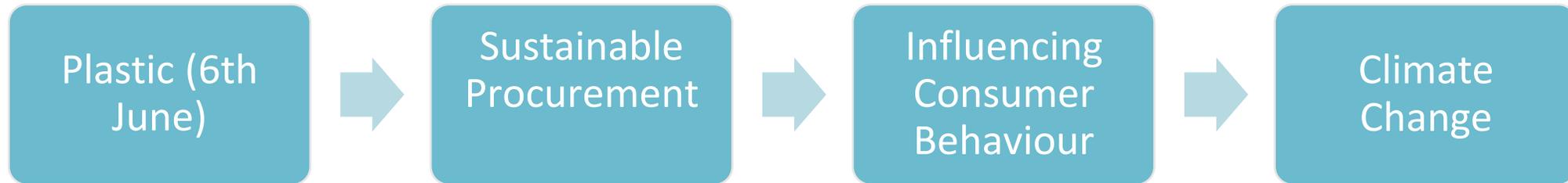


# Thank you.

- Any Questions?
- Please answer the feedback questions via [Menti.com](https://www.menti.com)

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## Transition to 2030: **Workshop Series**



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