



One planet
travel with care

LANGUAGE: ENGLISH

Online Training Series on Sustainable
Food in Tourism:
The Fundamentals

TUESDAY

15
NOV
2022

FROM

15:00
TO
16:00
CET



Agenda

- Welcome remarks
- Introduction to the Joint Programme on promoting sustainable food consumption and production patterns through integrated tools, advocacy and multi-stakeholder action
- Training:
 - Why sustainable food
 - What is sustainable food all about
 - What can tourism businesses do to become sustainable

Q & A

Housekeeping

For a smooth and fruitful session, kindly make sure you:

- ✓ Are muted when not speaking;
- ✓ Adjust your name in Zoom (right click) to show:
Name of your organisation – Your name
- ✓ Post your questions in the chat during Q & A;
- ✓ Please note that the session is being recorded.

Welcome



Dr. Dirk Glaesser
Director, Sustainable
Development of Tourism,
UNWTO



Virginia Fernández-Trapa
Programme Officer, Sustainable
Development of Tourism, UNWTO



Prof. Dr. Dagmar Lund-Durlacher
Institute for Tourism Sustainability
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Introduction

Joint Programme

Promoting sustainable food consumption and production patterns through integrated tools, advocacy and multi-stakeholder action



Useful resources

- Repository of tools and resources to support stakeholders accelerate the sustainable management of food in tourism and includes relevant documents on sustainable procurement, sustainable diets, sustainable consumption, as well as a strong emphasis on food waste reduction.



Futouris Sustainable Food Manual

Sustainable Food Management in Tourism



Procurement



Preparation



Consumption



Waste

Why Sustainable Food?

- Population growth
- Fair shares of global food trade
- Often difficult working conditions for producers
- Environmental issues - climate change, water, biodiversity
- Growing concern for health
- Protection of food cultures and traditions



*For tourists, food is important and enriches their experiences.
Food consumption can contribute to the conservation of a destination's environmental,
social and cultural resources.*

What is Sustainable Food all about?



Economic dimension of sustainable food



*About 20 to 60 % of all food purchased in the hotel and food service industry ends up in the **trash**.*

Lund-Durlacher et al. (2016)

- ✓ As **resource efficient** as possible
- ✓ **Optimized** supply chain
- ✓ **Less food waste**
- ✓ Local procurement creates **purchasing power** and local **jobs**
- ✓ Travellers are willing to **pay** more for sustainable food



Remember
A sustainable food policy is **resource efficient** and **beneficial** to both the local community and tourism businesses.

Best Practice Example - Futouris project: Reduction of food waste in hotels

About 30 % of food waste was avoided

➤ Pilot project Rhodos:

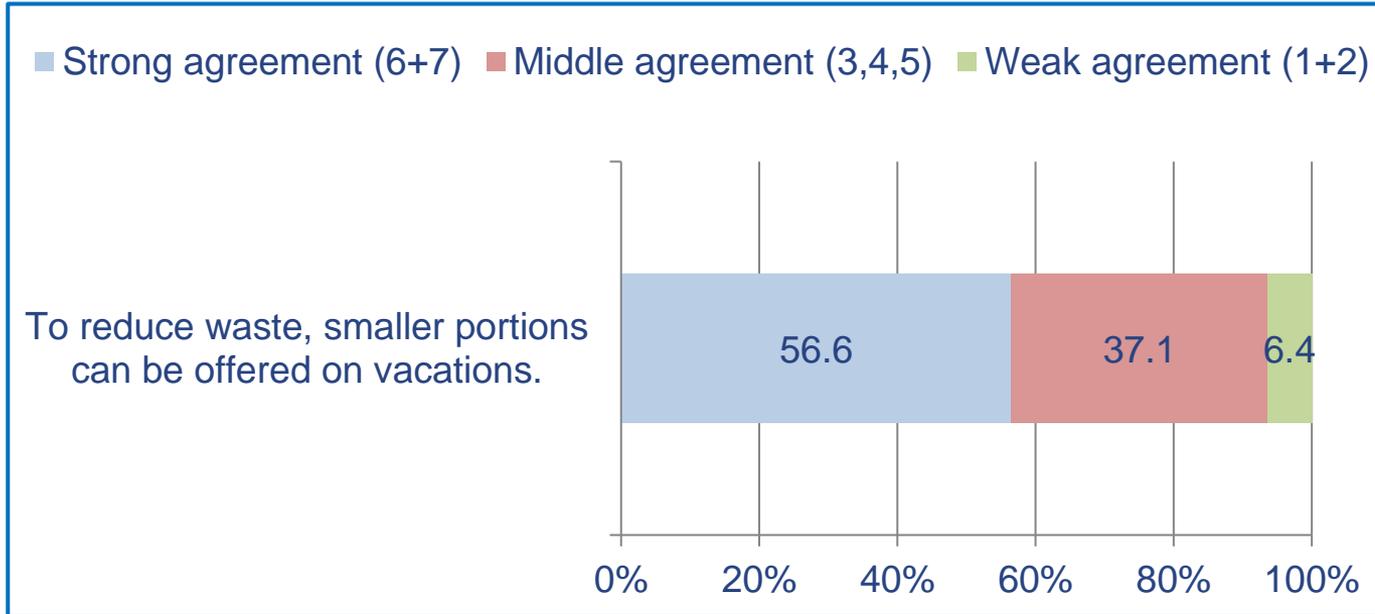
- 6 Hotels
- On average, **25% reduction**
- Total: **23 t less food waste** and **45 T € reduced costs**

➤ Pilot project Canary Islands:

- 4 Hotels
- On average, **30% reduction**
- Total: **55 t less food waste** and **103 T € reduced costs**



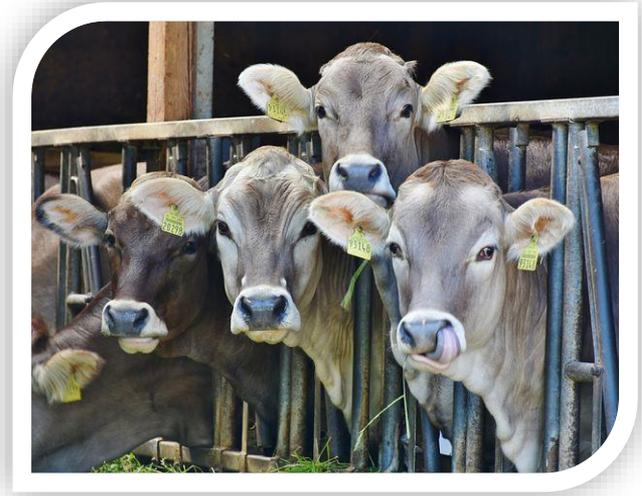
Travelers accept smaller portions



Sustainable food on holidays. Final report of the Futouris industry project, n=7,915

Ecological dimension: Greenhouse gas emissions

- ✓ Reduction of greenhouse gas emissions caused by transport, production method, food category, food preparation



Beef production requires 20 times more land and emits 20 times more greenhouse gas emissions than producing plant-based proteins.

World Resource Institute (WRI)



Ecological dimension: Water consumption

✓ Reduction of **water consumption**

*Food is by far the most important water-use factor for tourism businesses, accounting for an estimated **85% of total water consumption.***

Thomas Cook et al. (2015)



Beef has almost a 50 times higher water footprint than vegetables.

Mekonnen et al. (2012)

Ecological dimension: Biodiversity

- ✓ Support **biodiversity** by protecting endangered species and **support animal welfare**
- ✓ Shift to a **plant-based diet**
- ✓ Support **environmentally friendly production methods**
- ✓ Buy **organic food**

23% of global land is degraded, 85% of wetlands and 32 million hectares of forests in the tropics were lost between 2010 and 2015.

IBES (2019)



61% of the world's marine fish stocks are exploited, 29% are overfished, 40% of by-catch.

World Wildlife Fund (WWF)

Societal dimension of sustainable food

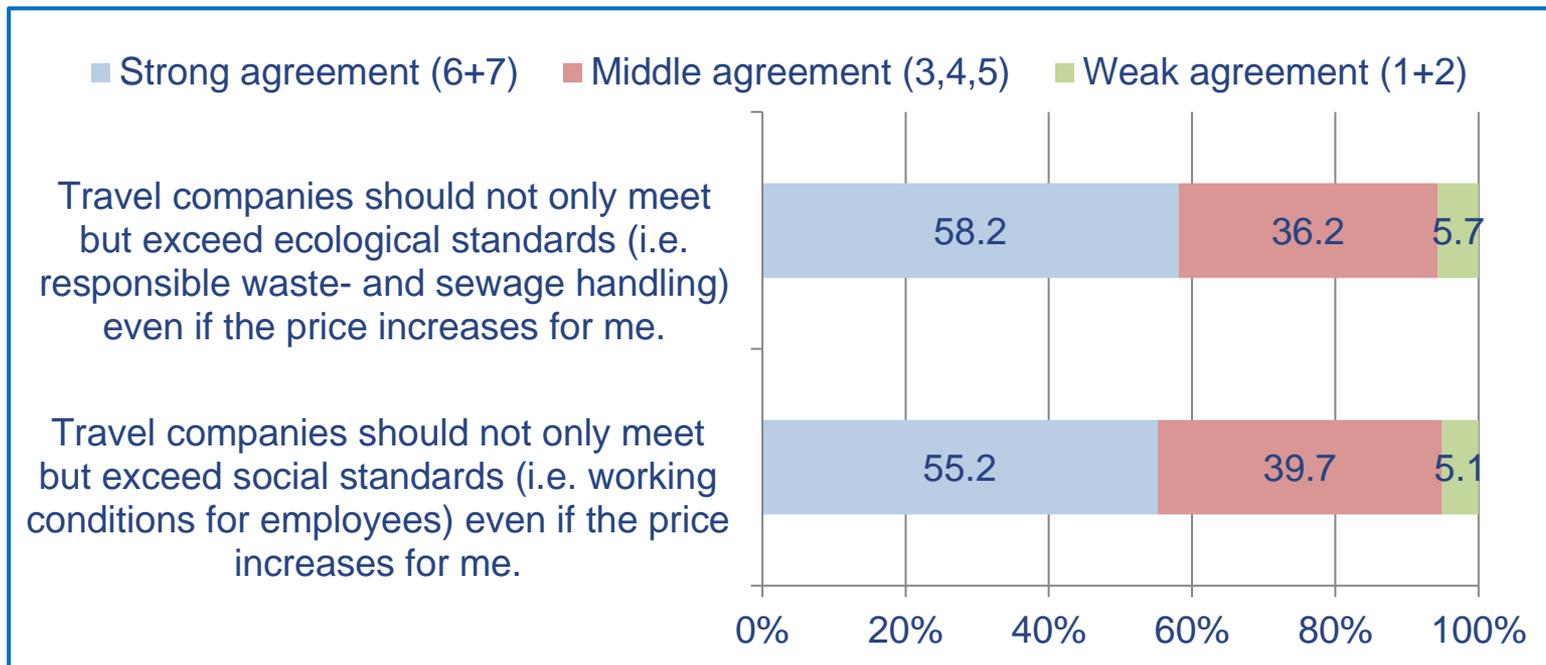
- ✓ Accessible food to all
- ✓ Inclusion of small scale, local producers and suppliers
- ✓ Decently rewarded employment along the supply chain - Fair Trade

“Fair Trade is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.”

Remember
A sustainable food policy is **inclusive** and encourages small scale, **local producers** and suppliers.



Travel companies should exceed ecological and social standards

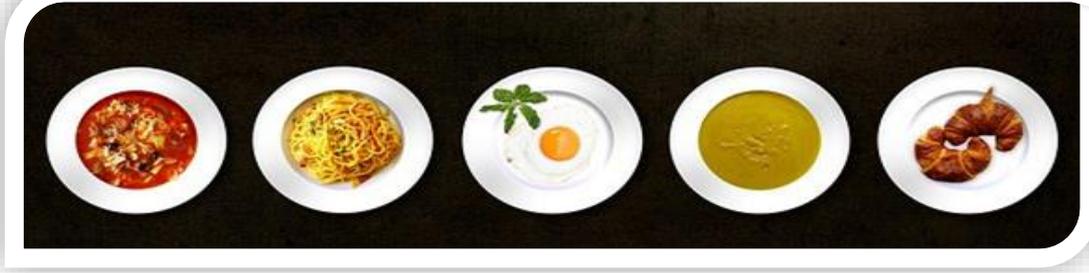


Sustainable food on holidays. Final report of the Futouris industry project, n=7,915

Cultural dimension of sustainable food

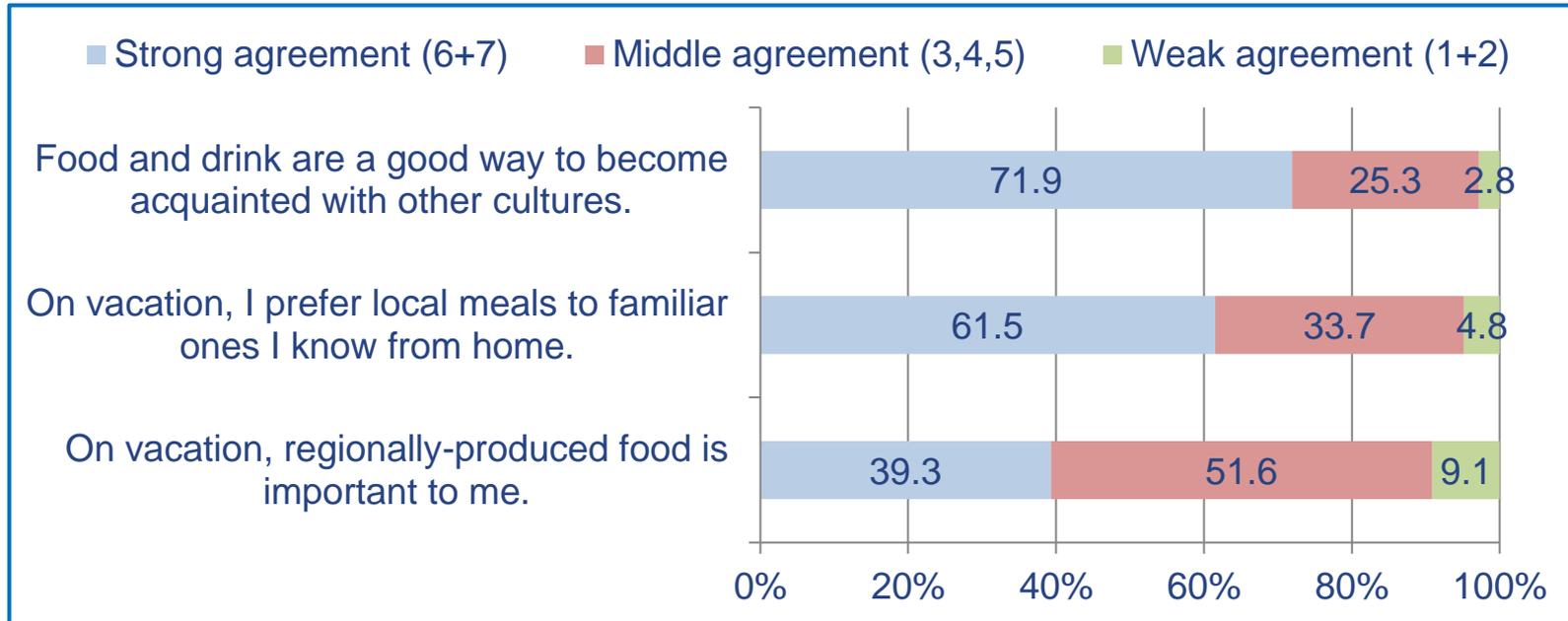
- ✓ Fostering of regional **identity** (staff, management, local population)
- ✓ Protection of local **traditions** and **heritage**
 - Preparation methods
 - Composition of meals
 - Typical food

Local heritage!



Remember
Sustainable food policies
safeguard food traditions and
culture.

Local food plays key role when it comes to customer's attitudes

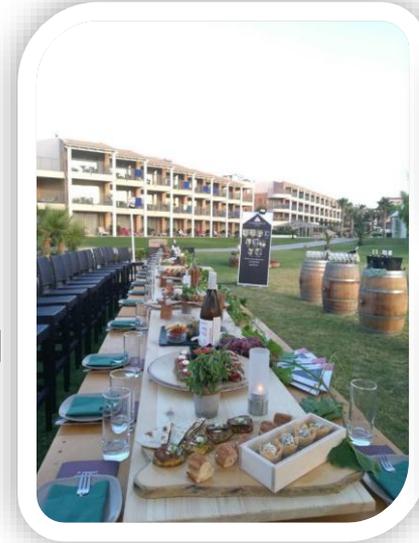


Sustainable food on holidays. Final report of the Futouris industry project, n=7,915

Best Practice Example: Promotion of local food traditions and local sustainable supply chains

Futouris project „Taste Crete“

- 47 wine farmers and 25 olive farmers trained in sustainable cultivation techniques
- New sales opportunities through targeted linking of local producers with hotels: over 1.5 million litres of local wine and around 119,000 litres of local olive oil sold to the tourism industry
- Development of special excursions; Conducting 360 wine and olive oil tastings with 5,600 guests with sustainable products in partner hotels



Health dimension of sustainable food

- ✓ Increased share of fresh, healthy and safe foods
- ✓ High nutritional value of local seasonal food
- ✓ Important for the enjoyment of guests

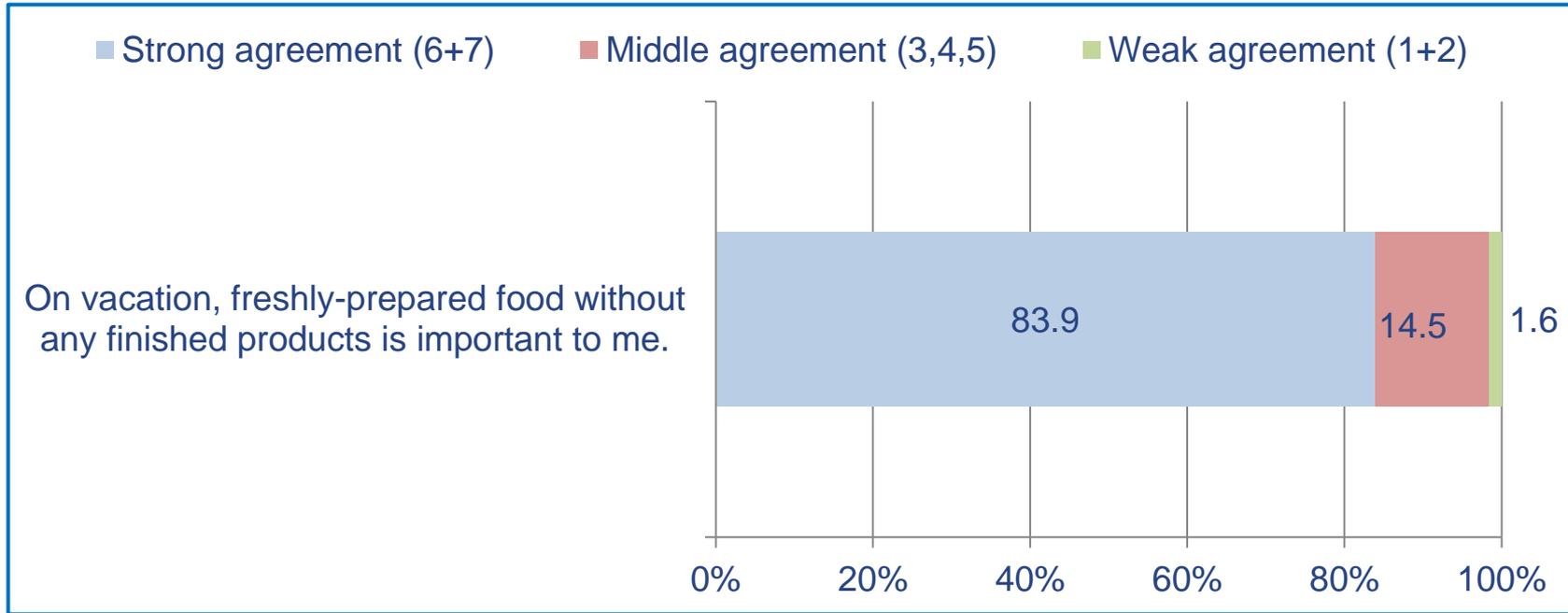


Remember

A sustainable food policy contributes to human health and prevents food-borne diseases.



Fresh food is the most important factor for German package holiday travellers



Sustainable food on holidays. Final report of the Futouris industry project, n=7,915

Stages of Sustainable Food Production

- Climate- and biodiversity friendly food
- Local and regional food
- Seasonal food
- Organic food
- Fair trade products

TRAINING 2

- Measuring and monitoring
- Food waste prevention
- Food recovery, recycling and disposal
- Reducing packaging waste

TRAINING 4

Backward linkages

Procurement

Preparation

Presentation

Consumption

Waste Management

Working Conditions for Staff

Engagement for Society

Main sphere of influence for tourism businesses

- Designing a **sustainable menu and food preparation**
- Food **presentation**
- Guest **Communication**

TRAINING 3

- **Management** implications
- Managing the **implementation** of sustainable food operations

Sustainable Food in Tourism - the Way Forward

- Regional & Seasonal Food
- Organic & Fair Trade Food
- Healthy Food
- Zero Waste



The Way to Go!

Online Training Series on
Sustainable Food in Tourism:



The Fundamentals

15 Nov. 2022 15:00 - 16:00

Procurement

17 Nov. 2022 15:00 - 16:00

Service and Guest Communication

28 Nov. 2022 15:00 - 16:00

Waste Management

30 Nov. 2022 15:00 - 16:00

Alimentación sostenible en el turismo

1 Dec. 2022 16:00 - 17:00

References

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Q&A
