Sustainable Food Procurement in the Hospitality Industry

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Agenda

1. Sustainable Food on Holiday – Sustainability Dimensions
2. Sustainable Food Procurement Policy
3. Consumer Demand for Sustainable Food
4. Main Fields of Action in Sustainable Food Procurement
Sustainable Food on Holiday - Sustainability Dimensions

**Economy**
Resource efficiency, local value added

**Ecological**
Ecosystem protection, biodiversity, animal welfare, environmental friendly production methods

**Societal**
Inclusion of small scale producers and suppliers, fair working conditions along the supply chain (fair trade)

**Cultural**
Protection of local food cultures, authentic, traditional food sourcing, support of traditional producers

**Health**
Fresh, healthy and safe foods of high quality, contribution to well-being and pleasure of the guests
Sustainable Food Procurement Policy

Local Food

- Local value added, job creation, lower transport emissions, less packaging, protection of local food cultures, healthier

Seasonal Food

- Less food miles and CO$_2$ emissions, fully mature (vitamins and flavor), enhances the understanding of local food culture

Organic and Fair Food

- Low use of external energy, use of natural plant protectants, healthier, fair wages and working conditions

Type of Food

- Food with less GHG emissions, greater water productivity, freshly prepared food, less ingredients per dish
## The Climate Impact of Different Means of Transportation

**CO₂ emissions per transported ton of food and kilometer**

<table>
<thead>
<tr>
<th>Mode of Transportation</th>
<th>Emissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open sea vessel</td>
<td>9</td>
</tr>
<tr>
<td>Inland water vessel</td>
<td>34</td>
</tr>
<tr>
<td>Train</td>
<td>40</td>
</tr>
<tr>
<td>Truck</td>
<td>135</td>
</tr>
<tr>
<td>Plane</td>
<td>2,041</td>
</tr>
</tbody>
</table>

Source: Ministerium für Umwelt, Landwirtschaft, Ernährung, Weinbau und Forsten Rheinland-Pfalz (2014)
# Sustainable Food Procurement Policy

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The Climate Impact of Different Means of Production

CO$_2$ emissions (in kg per kg of produce)

Sustainable Food Procurement Policy

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GHG Emissions and Water Productivity

<table>
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<th>Type of Food</th>
<th>GHG emissions (in kg per kg)</th>
<th>Water Productivity (kg per m³)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>23.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Lamb</td>
<td>19.0</td>
<td>1.2</td>
</tr>
<tr>
<td>Chicken</td>
<td>3.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Pork</td>
<td>3.4</td>
<td>5.0</td>
</tr>
<tr>
<td>Rice</td>
<td></td>
<td>7.0</td>
</tr>
<tr>
<td>Tomato</td>
<td></td>
<td>20.0</td>
</tr>
<tr>
<td>Wheat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potato</td>
<td></td>
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</tbody>
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Source: own illustration according to Gössling et al. (2011)
Source: own illustration according to Molden et al. (2010)
Consumer Demand for Sustainable Food

Tourist care a lot about local and fresh products

On vacation, freshly-prepared food without any finished products is important to me.
- Strong agreement (6+7): 83.9%
- Middle agreement (3,4,5): 14.5%
- Weak agreement (1+2): 1.6%

On vacation, regionally-produced food is important to me.
- Strong agreement (6+7): 39.3%
- Middle agreement (3,4,5): 51.6%
- Weak agreement (1+2): 9.1%

On vacation, I prefer local meals to familiar ones in know from home.
- Strong agreement (6+7): 61.5%
- Middle agreement (3,4,5): 33.7%
- Weak agreement (1+2): 4.8%

Food and drink are a good way to become acquainted with other cultures.
- Strong agreement (6+7): 71.9%
- Middle agreement (3,4,5): 25.3%
- Weak agreement (1+2): 2.8%

Source: Lund-Durlacher et al (2016)
Sustainable Food Procurement - What can be done?

Measure 1: Implement a three-category purchasing policy

**Buy as few/little as possible**
- vegetables grown in heated greenhouses,
- foods involving air transport,
- foods extensively packaged,
- sea food such as prawns or lobster,
- imported beef, aluminium foil

**Buy less**
- beef, deep-sea fish (e.g. cod) or farmed carnivorous fish (e.g. salmon),
- rice, seasonal foods out of season

**Buy more**
- locally produced foods, potatoes, grains (including pasta), pork and chicken,
- foodstuffs with longer shelf-lives
Sustainable Food Procurement - What can be done?

Measure 2: Build local networks

- Search for existing local food cooperatives
- Take a study trip to best-practice hotels
- Organize local food festivals or food fairs
- Set up local food cooperatives
- Find out about local producers and their products
- Substitute imported goods with local alternatives
- Harvest from your own hotel farm and market it to your guests
Sustainable Food Procurement - What can be done?

Measure 3: Work with your suppliers towards sustainability

- Employee working conditions
- Fair trade practices along the supply chain
- Prohibition of use of endangered species (red list)
- Preference for environment-tally friendly products
- Preference for fresh/seasonal/organic/local produce
- Reduction of packaging
Sustainable Food Procurement - What can be done?

Measure 4: Work with your F&B Department and Chef towards sustainability

- Design your menu less energy and water intense
- Introduce efficient recipe management
- Initiate seasonal campaigns
- Decrease storage length
- Create dishes with less ingredients
Example: Recipe Management

• Less ingredients in most cases lowers the purchase price and generates a higher margin and less waste.

**Crab Salad**
- 1 dish
- 8 ingredients
- 4 cooking processes
- 20 mins. chef time

**Trio of Crab**
- 1 dish
- 23 ingredients
- 10 cooking processes
- 55 mins. chef time

Source: Wrap (2016)
Good Practice - Cyprus Breakfast

Measures to be taken:

- Communication of the concept “Cyprus Breakfast”
- Presentation of traditional Cypriot products and recipes
- Offering of a minimum amount of Cypriot dishes
- “Cyprus day's special”
- Promotion of local gastronomic events
- Promotion of micro producers through their designation at the buffet
- Support of producers through joint projects (cooking classes, specialty corner in the hotel)

Source: travelfoundation.wordpress.com
Sustainable Food Manual

Manual released in March 2016, several country specific versions)

- facts & project results
- practical advice, checklists & best practice examples
- manual and final report (German) available at: www.futouris.org/projekte/sustainable-food/

Topic areas

I. Sustainable Sourcing:
   - local, seasonal, organic and Fair Trade

II. Sustainable menu planning, preparation & presentation/communication
   - ressource use, material usage, guest information

III. Waste management
   - Monitoring, portion sizes, packaging

IV. Implementation of sustainable F&B strategies
   - Awareness raising, staff training
   & guest communication
Bibliography


• WRAP (2016). http://www.wrap.org.uk/
Further Resources


• Yale Sustainable Food Purchasing Guide: [http://www.sare.org/content/download/72014/1025843/Sustainable_Food_Purchasing_Guide.pdf?inlinedownload=1>Download File](http://www.sare.org/content/download/72014/1025843/Sustainable_Food_Purchasing_Guide.pdf?inlinedownload=1>Download File)