



# CAMBRIDGE sustainable food pledge and award scheme

## for **BUSINESSES**



### **Pledge and award guidance notes**

We promote...

A strong local food economy

Environmental sustainability

Food fairness

Health and wellbeing for all

Food waste reduction

Communication

Community engagement

“ ...Across the globe, communities at every scale have recognised the key role that food can play in dealing with some of today's most pressing social, economic and environmental challenges.

From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution...”

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

## Contents

**A strong local food economy** 6

**Environmental sustainability** 8

**Food fairness** 10

**Health and wellbeing for all** 12

**Food waste reduction** 14

**Communication** 16

**Community engagement** 17

**The Pledge** 19

## About the Award

This award scheme is free and open to all independent local food businesses and organisations, whether wholesale, retail or restaurants/catering. We want to make sure that you are recognised for the work you do around food sustainability and encourage you to take further actions to promote this through signing our Sustainability Pledge.

You may qualify for an award of bronze, silver or gold based on what you already do. In addition, we require that you are working to achieve at least one further sustainability objective during the coming year.

Some of the options may not be suitable or achievable for you, or you may be doing many of them already. Wherever you find yourself, the award scheme offers a way for your organisation to join us in making Cambridge a national example of excellence in food sustainability.

The award scheme is open to Small and Medium Enterprises (SME's) in and around Cambridge.

An SME is defined as:

- Micro Business = less than 10 employees & turnover under £2 million
- Small Business = less than 50 employees & turnover under £10 million
- Medium Business = Less than 250 employees & turnover under £50 million

Your award lasts for two years and then you will need to re-apply.

## What are the benefits of joining the scheme?

Door sticker advertising your award and identifying you as a sustainable food business

A customised web page about your business outlining what you do

Promotion by us on social media

Preferential treatment for Cambridge Sustainable Food events

Advice and information regarding sustainable food suppliers

Networking events and training

A reduction in the cost of your food waste collection if you use Cambridge City Council's commercial food waste service

Advice and assistance in identifying and reducing food waste and your costs

Examples of sustainable food policies and help to tailor these to your business

# Levels of award

CAMBRIDGE sustainable food award

for **BUSINESSES**

**BRONZE**

CAMBRIDGE sustainable food award

for **BUSINESSES**

**SILVER**

CAMBRIDGE sustainable food award

for **BUSINESSES**

**GOLD**



# How the scheme works

## Decide whether you would like to sign up



Contact us: [pledge@cambridgesustainable.food.org](mailto:pledge@cambridgesustainable.food.org) or check out the website [www.cambridgesustainablefood.org](http://www.cambridgesustainablefood.org)



Fill in the online pledge and award application form



We will **contact you** for further information or arrange a visit to chat through your application



We will **asses your application** and let you know about your award



**Receive** your award and door sticker



We will **create a CSF web page** for you



We will **promote you** on social media and add your name to our list of member organisations



# Build a strong local food economy

“ If we are going to transform food culture and the systems that support it, food can't just be good for people and the planet, it must also be good for local economies, businesses and jobs. ”

## Sustainable Food Cities

*Promoting a vibrant sustainable food economy*

### Objective 1

#### Source fresh produce that is grown or farmed locally

Buying local products supports the local economy and environment while increasing our food security. It also provides your business with fresh and great tasting produce which sets you apart from your competitors. The Cambridge Sustainable Food website has a list of local wholesale suppliers who are supporting local producers, growers and farmers. If you use a procurement scheme for buying your produce, ask your procurement agent for local supplier details.

#### What can you do?

Source as much meat, dairy, fruit and veg as locally\* and as seasonally as possible

Adopt a sustainable sourcing policy for your business

\* For the purpose of this pledge the CSF definition of local is within 50 miles of use or from the following Counties: Cambridgeshire, Norfolk, Suffolk, Bedfordshire, Lincolnshire, Northamptonshire, Hertfordshire or Essex.



“ A sustainable food system is a food system that delivers food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition for (current and) future generations are not compromised. ”

**United Nations Environment Programme (UNEP) (2017)**

# Promote environmental sustainability

“ Due to population growth, changes in dietary patterns driven by growing wealth (more meat, dairy and fish consumption) and climate change, the pressures on natural resources are expected to increase over the coming decades. This will lead to risks for future food production.

A fundamental transformation of our food systems is required if we are to meet future demands of food and quality of life for present and future generations. ”

UNEP (2016)

## Objective 2

### Reduce the amount of meat and dairy you use or sell

As the global population surges towards a predicted 9.1 billion people by 2050, Western tastes for diets rich in meat and dairy products are unsustainable. (UNEP, 2010) Reducing meat consumption is the biggest potential contributor to reducing greenhouse gas emissions associated with food. For climate change, health and animal welfare reasons, it is desirable that we shift towards eating less meat and dairy produce.

#### What can you do?

Implement a meat free day or a scheme to reduce your customers' consumption of meat

Reduce the amount of meat and dairy you use or sell

Make meat free dishes the principal dish or the special of the day

Set targets for increasing the number of vegetarian/ vegan covers served

Provide written information to your staff and customers about the benefits of reducing meat and dairy consumption

## Objective 3

### Use, buy, sell and promote organic products

Organic farming helps create a healthy living soil that is more resistant to drought, floods and consequently the impacts of climate change. Organic farmers select crop varieties with natural resistance to particular pests and diseases to reduce disease problems and the need to use chemicals. Crop rotation helps break cycles of pests and disease, and builds fertility in the soil.

Source: [www.soilassociation.org](http://www.soilassociation.org)

#### What can you do?

Use, buy and sell, and promote organic products

## Objective 4

### Sign up to the Sustainable Fish campaign

People are eating more fish than they used to, and a lot of it is being caught by destructive methods. The world is now seriously at risk of losing some species from our seas for ever. Over half a billion people depend on fish for food and for their livelihood, so this would have dire social as well as ecological consequences. Source : [www.sustainweb.org/sustainablefishcity](http://www.sustainweb.org/sustainablefishcity)

The good news is that there's still time to do something about it. Fish stocks can recover if they are managed sustainably, and if we stop buying fish from badly managed stocks or caught with damaging fishing methods.

#### We want to see all our businesses commit to sustainable fish by:

Signing the Sustainable Fish Cities campaign

or

Becoming MSC accredited

“ At the current rate of decline, most of the world's fish stocks could collapse within our lifetimes. ”

[Sustainable Fish Cities website](http://www.sustainablefishcities.org)

\*Sustainable Fish Cities, run by Sustain, is a campaign for towns and cities to buy, serve, eat and promote only sustainable fish. Already, the sustainable fish principles have been adopted by national government; leading universities and nearly 5,000 schools, the National Trust; a wide range of restaurants; and several large corporations, organisations all collectively serving well over 200 million meals a year! Cambridge has already achieved a star for the Higher Education category.

\*Marine Stewardship Council



## Objective 5

### Use Fairtrade or other certified products including tea, coffee, sugar and chocolate

The Fairtrade movement arose in both the United States and Europe in the 1980s. By guaranteeing a minimum price for products, the founders of the movement hoped to improve working conditions in the producing countries and reduce the associated social problems.

The Rainforest Alliance's mission is to conserve biodiversity by promoting sustainability in agriculture, forestry, tourism and other businesses. Rainforest Alliance products are intended to protect the environment and the rights of workers.

Direct trade is a term used by coffee businesses who buy straight from the growers, cutting out both the traditional middleman buyers and sellers and also the organizations that control certifications such as Fairtrade, in order to offer even more advantageous terms to the growers.

#### What can you do?

Stock, use and sell certified products including coffee, tea, sugar, cocoa, bananas

Become a Fairtrade organisation

Adopt an ethical purchasing policy

## Objective 6

### Introduce the Living Wage

The food industry employs a large number of people, and the Office of National Statistics' Annual Survey of Hours and Earnings (2015) reports employment in the catering sector to be one of the least well paid jobs in the UK. In order to be holistically sustainable, the food economy should care for its workers both in the UK and globally throughout the food chain.

A UK-based initiative to promote sustainable livelihoods is the Living Wage, which is supported by Cambridge City Council. The Living Wage rate is calculated by the Living Wage Foundation, according to the cost of living. (Note – this is a separate initiative to the UK Government's minimum wage rebranded as the "national living wage.")

#### What can you do?

Become a Living Wage employer

Pay all employees, including casual staff, the Living Wage equivalent



# Promote health and well-being for all

## Objective 7

### Provide healthy options on your menu

We are all eating out more often. One in six meals are now eaten outside the home, and we are becoming more aware of the links between what we eat and our health.

Small changes to the way you prepare, serve and market food can make a big difference to your customer's health, whilst maintaining quality and taste. Healthier Options provides an opportunity for smaller food businesses in Cambridgeshire to promote healthier diets.

### What can you do?

Become a member of the Healthier Options Scheme and commit to:

- reducing portion sizes
- reducing sugar, fat and salt
- increasing fruit and vegetables
- making the standard option the healthier option



Sell or stock a healthy option in all your ranges

Promote healthier options to your customers

For more information and to register your interest visit [www.healthier-options.org.uk](http://www.healthier-options.org.uk) or email: [info@healthier-options.org.uk](mailto:info@healthier-options.org.uk)

## Objective 8

### Promote animal welfare through purchasing high welfare meat and dairy products

Most of the meat and dairy products on sale in the UK are produced intensively in factory farms where animals suffer from confinement and isolation, or overcrowding, so animals cannot move around or behave naturally.

A Department for Environment, Food and Rural Affairs (DEFRA) survey in 2011 found that three-quarters of UK households said that the animal welfare standards for eggs and chicken are an "important issue". The survey also found that 65% of households "actively seek" higher welfare eggs when shopping and 50% look for higher welfare chicken. In recent years, the rising sales of pork certified as higher welfare by RSPCA Freedom Food also show that a growing number of people consider pig welfare to be an important issue.

### What can you do?

Choose the standards of a recognised assurance scheme, such as:

**Organic** As well as upholding high environmental standards, organic certification is reported to have the best standards of animal welfare.

**Free range** The description 'free range' is defined in European law, but only for poultry.

**RSPCA Freedom Food** This scheme aims to improve farm animal (and farmed fish) welfare; it does not include environmental standards.

**Pasture Fed Livestock** This association of farmers promotes grass-reared beef, lamb and mutton. Many groups agree that animals that graze on natural farmland provide a number of benefits to people (including health), the countryside and the environment.

**Assured Food Standards** This is an umbrella body representing a number of different assurance schemes, and is represented by the 'Red Tractor' logo. Standards require farmers to meet minimum legal requirements for food safety, environmental issues, and how animals are kept. Red Tractor standards have been criticised by some organisations for being insufficiently stringent, in terms of both the environment and animal welfare.



# Improve waste reduction

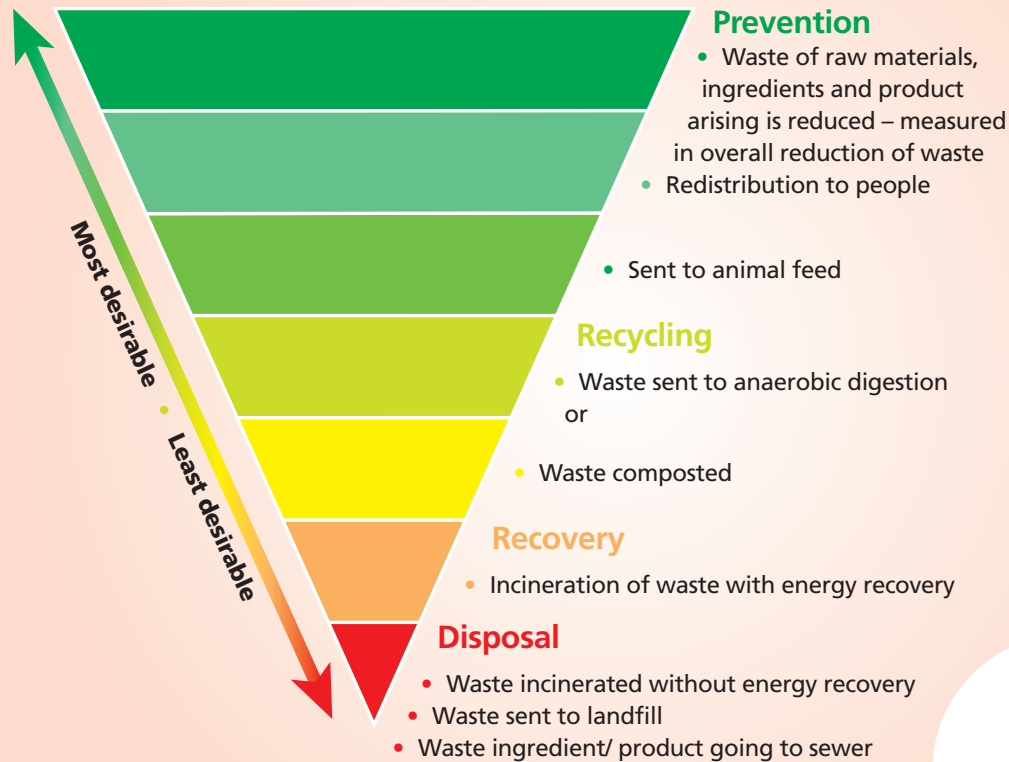
Every year, consumers in rich countries waste almost as much food (222 million tonnes) as the entire net food production of sub-Saharan Africa (230 million tonnes).

Food and Agriculture Organisation, UN 2016

According to UNEP:

“ 10% of rich countries' greenhouse gas emissions come from growing food that is never eaten ”

## Food and drink material hierarchy



## Objective 9

### Reduce food waste

The UN Food and Agriculture Organisation claims that roughly “one-third of the edible parts of food produced for human consumption gets lost or wasted globally, which is about 1.3 billion tons per year.” (FAO 2011, Global Food Losses and Food Waste).

The priority of the food waste hierarchy is prevention of food waste through minimization of surplus food. This means identifying what is happening in your kitchens and workplaces and implementing behaviour and processing changes.

Once you have minimised the waste, surplus food should be distributed, where possible, to groups affected by food poverty, Only then should food that isn't fit for human consumption be passed down the food chain for animal feed, anaerobic digestion, composting or energy recovery. Landfill should be the last resort.

### What can you do?

Adopt a food waste reduction and disposal policy and action plan based on the food waste hierarchy recommended by WRAP (see diagram opposite)

Measure your food waste, and identify behaviours and processes that can minimise waste

Show that you have reduced your food waste

Train your staff in food waste reduction measures

Join a redistribution scheme such as Fareshare or Olio

Recycle your waste oil

Sign up to a commercial food waste service. Cambridge City Council offer a commercial food waste service that can be tailored to your individual needs. They will supply you with a bin and collect as many times a week as you would like. [www.cambridge.gov.uk/content/trade-waste](http://www.cambridge.gov.uk/content/trade-waste)

Use only recycled packaging

For more details, application form and useful resources go to:

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





## Objective 10

### Communicate and promote the principles of sustainable food

Cambridge Sustainable Food wants to SHOUT! about all the wonderful food businesses in Cambridge. Joining this scheme demonstrates your sustainable food credentials and the more of us that are promoting it, the more people will feel part of it and want to join in. Becoming a sustainable food city makes good business sense for us all.

#### What can you do?

Make sure you and your staff are knowledgeable about food sustainability and food provenance

Produce written materials such as sustainability policies, guidelines and general information for staff and customers

Promote the work of CSF on social media and your website

Promote what you are doing to contribute to food sustainability on your website and through social media

Run promotions of local and seasonal food

Promote dairy and meat reduction and tell people why

## Objective 11

### Engage with your local community to make a difference

Engaging with your local community provides an opportunity for you to get involved and support other food-based projects in the area and is also a great marketing tool. There are many different ways to get involved and you might be doing something already that would qualify you.

#### What can you do?

Support local or national community food initiatives, for example FoodCycle

Work alongside and support CSF to promote sustainable food in Cambridge eg by donating time, funds or expertise to projects in low-income areas

Partner with a local institution such as a school to teach people about food provenance and/or cooking skills



# for BUSINESSES

## Build a strong local food economy

### Objective 1

Source fresh produce that is grown or farmed locally

## Ensure food fairness

### Objective 5

Use Fairtrade or other certified products including tea, coffee, sugar and chocolate

### Objective 6

Introduce the Living Wage

## Improve waste reduction

### Objective 9

Reduce food waste

## Communication

Communicate and promote the principles of sustainable food

## Promote environmental sustainability

### Objective 2

Reduce the amount of meat and dairy you use or sell

### Objective 3

Use products with organic certification

### Objective 4

Sign up to the Sustainable Fish campaign

## Promote health and wellbeing for all

### Objective 7

Provide healthy options on your menu

### Objective 8

Promote animal welfare through purchasing high welfare meat and dairy products

## Community Engagement

### Objective 11

Engage with your local community to make a difference

## The Pledge

We pledge that we will improve the food sustainability of our business by

- 1 Choosing one or more of the 11 objectives to work on in the next 12 months
- 2 Describing the steps we will take to achieve those objectives
- 3 Reporting annually on our implementation of this pledge



## Cambridge Sustainable Food

Cambridge Sustainable Food (CSF) is a network of individuals and organisations who support local sustainable food.

As a member of the national Sustainable Food Cities Network (SFCN), our approach involves developing a cross-sector partnership of local public agencies, businesses, academics and NGOs

committed to working together to make healthy and sustainable food a defining characteristic of where we live.

CSF has received the Bronze Award from the SFCN, one of only 9 out of 44 cities to receive an award during 2016. The objectives in this pledge are based on our Cambridge Sustainable Food Charter, which in turn is based on key issues developed nationally by the SFCN.



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

 @FoodCambridge

 Cambridge Sustainable Food

[info@cambridgesustainablefood.org](mailto:info@cambridgesustainablefood.org)

