



One Planet Dining

London's growing market for eating out sustainably

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Smaller photos, illustrations and logos are from the individual food businesses or their websites.



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THE PRINCE ALBERT



The sustainability of eating is a subject that has taken on a tremendous importance over recent years and one that is very important to both me and my restaurant, as Konstam at the Prince Albert buys about 90% of its produce from the Greater London area. This leads to an imaginative and involved relationship not just with the food we use, but the communities that produce it and the seasonally changing food landscape. Beyond the advantages it gives us in our relationship with our produce and producers it also goes to help in some small way in the fight against food miles and the lavish behavioural patterns that have created such concern in recent years.

This illustrates perfectly that it's not only possible but also rewarding to engage with the debate surrounding provenance and sustainability as a chef - and not principally as an environmentalist. This report is based on the experiences of over thirty restaurants and food experts, not environmentalist agencies, in London, and looks at how they have approached the larger picture of what food means to them.

Our experiences at Konstam show that people engage with our efforts to source food locally with a tremendous amount of

enthusiasm, interest and support. The idea of sourcing food within London really engages customers, leading them to wonder how it can be done. A lot of the time we wonder ourselves. We did manage (in the end) to find a large number of professional growers within the area we'd allowed ourselves - people who take a massive amount of pride in what they do and create produce of the highest quality. We also have a growing number of interested individuals who deliver the odd batch of quinces, trout, or Jerusalem artichokes. These occasional deliveries don't keep us going, but they add interest to the menu and give all of us a sense of working within a huge and vibrant community of people who are excited by the thought of being able to engage in a personal way with the food industry in London.

So, for one restaurant at least, finding the food hasn't proved quite as hard as it may have seemed. And where it is hard it's creatively stimulating. What is difficult is the process of getting the produce from A to B - most small suppliers don't have a transport infrastructure for delivery to central London. Therefore, delivery has fallen to the lot of a few producers with transport and a pooling process. Quite often however, this means driving the produce to the restaurant at the end, or on top of, a long hard day's

work producing it. What would push the process of creating a more intricate and effective food network for London's food suppliers would be governmental intervention in this area. Whether this assistance is in the form of vehicles, in tax incentives for those sourcing their produce locally or by simply helping the process of coordination, I'm not sure, but Konstam really had to 'go it alone' in this department. What has been rewarding has been that we have been able to put some of our suppliers in touch with other local restaurants, enabling them to make more of their journeys by visiting more customers each time.

I think that this report from London Food Link will push that process along, raising the profile of local food and its importance to London's restaurants. In the time that we've been open it's been clear that Konstam's customers have become more and more engaged with what we're trying to do. It's clear we're not only getting the message across that local produce is delicious and ethical, but also that there is a growing desire to change the way we think about food.

**Oliver Rowe, Head Chef,
Konstam at the Prince Albert**

Summary and recommendations

This report is part of a programme of work by London Food Link to improve the sustainability of London's food system, in support of the Mayor's ground-breaking Food Strategy for London. The research and activities that gave rise to this report have been funded by the Environmental Action Fund (EAF) of the Department for Environment, Food and Rural Affairs as part of a wider initiative to promote sustainable consumption. London Food Link's work on this and related themes is also supported by the European Regional Development Fund (ERDF).

For this report, we set out to investigate the potential for greater use of sustainable food, and greater uptake of sustainable business practices by London's food service sector. We interviewed 27 people who run restaurants, hotels or catering operations in London (see chapter 2). Of these, we chose seven restaurants to interview in more depth - those that are already improving the sustainability of their food and business practices (see case studies interspersed throughout this report). To help us understand the market for sustainable food in the capital, we also reviewed national market research literature and undertook restaurant customer interviews in four areas of London (see chapter 3). Further, we informed our analysis by interviews with seven people and organisations whose work has an important influence on food choices when eating out - the suppliers, regulators, catering training organisations and media professionals who service and report on London's restaurant trade (see chapter 4).

As a result, our report provides a picture of current practices and attitudes to sustainability within the restaurant, hotel and catering sectors in London, and initial work to support improvements. The report also seeks to identify the best ways to stimulate a more sustainable food system for the capital, and the people and organisations best placed to make this come about. A companion report

has also been published by London Food Link, called *Recipe for a Greener Curry*, looking at the potential for the adoption of sustainable products and practices by London's multi-cultural food businesses.

Some of the most striking findings are as follows.

First, we observe that there is a pronounced lack of communication between restaurants and their customers about sustainability issues. Many eating establishments said that they did not feel that a restaurant was the place to promote such issues. Similarly, many customers said they did not feel that a restaurant was a place in which they could or should ask such questions. Our research has led us to the conclusion that this is a missed opportunity and that many restaurants are failing to realise the full value of local, seasonal and ethical food. In other sectors, such as the grocery trade, consumers are voting with their wallets and buying an increasing proportion of food for its health and environmental benefits, and most supermarkets are responding by offering and promoting more sustainable choices.

However, in the restaurant sector, customers do not ask questions, and are not encouraged to do so. In our survey, customers agreed that diners place their trust in a chef. Some diners felt that they would expect this to mean that the chef was making sustainable choices on their behalf; whereas many chefs felt that the decision was left to them to choose on the basis of quality, regardless of origin. Very few people reported on any dialogue between restaurants and diners to overcome this disconnect.

Second, those restaurants that had taken action to improve the sustainability of their food and business practices had found this a beneficial experience on many levels, resulting in diverse and inspiring menus, and a sense of staff pride

and loyalty. Where such restaurants had taken the additional step of communicating this to their customers, and ensured that their staff could communicate the concepts with knowledge and enthusiasm, they had been rewarded with a very positive and engaging customer response. These restaurants had also found ways to express sustainability in appealing ways, to capture the imagination and tell inspiring stories about the provenance of the food and its benefits both for the producer and the diner.

We observed that local food and seasonal food from speciality and local suppliers is a natural starting point for restaurants interested in improving the sustainability of their food and creating a strong brand image to market such choices. Restaurants spoke of a wealth of opportunities presented by such diverse and distinctive food supplies.

Third, choosing to work with small-scale and speciality suppliers presents its own challenges in terms of logistics, scale and reliability of supply and contract management. We therefore talked to several experts in the food world, whose experiences helped us to shape the recommendations to overcome such challenges, such as coordinated food deliveries, a London Sustainable Food Hub and a 'Local to London' brand.

One Planet Dining turns a spotlight on many inspiring examples of individuals and organisations working to improve the sustainability of what we eat. For London Food Link, research for this report has given us new insights to help us further improve our tried-and-tested methods of encouraging London's food businesses to use more sustainable food. It has also resulted in new working relationships, and the seeds of ideas and enthusiasm for future collaborative activities. Our thoughts on the way forward are set out in the recommendations below.

Recommendations

The restaurant and catering sectors provide an excellent opportunity to improve the sustainability of London's food system, both because of the volume of food they deal in, and their strong relationship with customers. However, the sector also presents unique challenges. After a process of interviews, consultation and review, we recommend the following activities to achieve greater uptake of sustainable food and sustainable business practices by London's food service sector.

London Sustainable Food Hubs

- The Food Strategy Unit of the London Development Agency should continue to develop sustainable food hubs (see page 35 for details) to help coordinate suppliers producing food in the near vicinity of London. Such hubs should consider coordinating food deliveries, managing invoices, and supporting the marketing of seasonal and distinctive regional produce. Attention should also be paid to how such collaborative activities combine this commercial work with other activities to help to improve access to healthy and affordable sustainable food for low-income communities.
- The Food Strategy Unit of the London Development Agency, London Food Link and the wholesale markets for London should investigate the potential for identifying, differentiating and promoting local and sustainable produce to London's food trade, and providing supporting marketing materials.
- The Department for the Environment, Food and Rural Affairs should continue to promote organic farming in and around London, as part of the UK Organic Action Plan, and collaborate with sustainable food hubs to make connections between organic food producers and London restaurants and other food outlets.

'Local to London' brand

- Recognising the value of accreditation and branding, those implementing the London Food Strategy, in collaboration with neighbouring Regional Food Groups, should pursue the development of a 'Local to London' brand. This brand would denote food produced close to London but also produced to high environmental and animal welfare standards.

Stimulating collaboration between restaurants

- London Food Link will work with the London Sustainability Exchange on the Greener Food project to carry out environmental audits on restaurants around London, looking at the sustainability of their waste, water, energy and food supply.
- London Food Link should stimulate the establishment of an association of restaurants, hotels, caterers and other food service outlets in London. This should:
 - Bring together a diverse membership to account for the strengths and weaknesses of different types of business. Independent restaurants currently have more flexibility to deal with small and local producers, however small and medium chains of food outlets are likely to have more time, staff and stability to deal with complex sustainability considerations. They will also provide a bigger and more reliable market than many independent operations operating in a volatile market sector in which businesses frequently change hands.
 - Identify enthusiastic entrepreneurial restaurant owners and caterers who can champion sustainability issues within the trade, and develop ways to address them in an upbeat and engaging way that can enthuse customers and suppliers.

- Connect chefs, caterers and restaurant owners to local producers through a collaborative membership service and supplier database.
- Explore the possibility of collaborative purchasing for appropriate sustainable products to multiply the buying power of individual restaurants.
- Develop association services that are of value to restaurants, such as meet the producer events, marketing support, promotion of seasonal foods, waste collection coordination, promotion of sustainable fish, facilitation of pilot projects (e.g. composting), and information about grants and business support.
- Encourage local producers to consider developing speciality products and exotic produce for London's multi-cultural food market.
- Explore the options on how to best present this group of ethical restaurants to the consumer to optimise the marketing benefits.
- London Food Link has set up the Ethical Eats network as a first step in the creation of such an association and through this will assist these food service outlets in becoming more sustainable. It will also explore how sustainability issues might be communicated to the public in the longer term.

If you are a restaurant, café, take away or caterer and want to find out more about how Greener Food or the Ethical Eats network can help you contact Charlotte Jarman: 0207 837 1228 or charlotte@sustainweb.org

Communication between restaurants and their customers

- London's restaurants should recognise the significant potential for improving the sustainability of their food and operations, and the public support available to move towards more sustainable products and practices. They should engage with discussions to help identify the best first steps to take, and train their staff to communicate sustainability to diners.
- Diners should overcome their reticence, and start to have conversations with restaurant staff about the provenance of their food; restaurants should welcome such conversations and put more provenance information on the menu.

Training in sustainability

- London's catering training establishments should incorporate sustainability into their training programmes, especially encouragement of: local and seasonal produce; distinctive regional produce; fresh fruit and vegetables; and sustainable fish. They should seek support from the Marine Stewardship Council and Marine Conservation Society to ensure that their advice is informed by the best information.
- The Marine Stewardship Council, Marine Conservation Society, Sustain and others should continue their work to raise awareness of the threat to fish stocks, and sustainable alternatives, especially in work to train chefs and caterers in planning menus to incorporate sustainable fish (see section 4.6).

Promoting health

- The Food Standards Agency should work with local authorities to develop advice for local food outlets - restaurants, hotels and caterers - that addresses both health and sustainability concerns, showing that these joint objectives can be complimentary. Such promotion should also take into account multi-cultural concerns, and the need for restaurants and caterers to make food that is as appealing as possible - both visually and in taste. Healthy food promotions by restaurants could benefit from a focus on aspirational qualities of food, interesting fresh ingredients, and a sense of promoting overall well-being.

Support from national and local authorities

- Government bodies such as (nationally) Defra, the Food Standards Agency and the Department of Health and (locally) the Greater London Authority and London Development Agency should show leadership by setting ambitious sustainable procurement targets for their own catering operations. Their advice to consumers about food should also be reviewed regularly to take into account sustainable good practice.
- Local authorities should support more diverse food provision, including planning support for local food distribution projects, such as food hubs and a variety of retail outlets that promote fresh local foods, favouring those businesses that work with local suppliers and those working to meet sustainability objectives.
- Local authorities should collaborate with food businesses and Community Recycling Networks to promote collaborative composting activities and other forms of waste management.



Chapter 1: Introduction

This report is published at a turning point in London's food history. In May 2006, the Mayor launched a ground-breaking Food Strategy for London¹ - the first of its kind - setting out a plan for ensuring the economic and environmental sustainability of London's food system, to be enjoyed healthily and equitably by the capital's diverse and growing population. Even before publication of the strategy, London's government, business and voluntary sectors, including London Food Link (authors of this report), have been developing practical ways to turn the London Food Strategy vision into reality. The Food Strategy Unit of the London Development Agency (LDA), for example, is already supporting and planning activities to promote greater use of organic, local and Fairtrade food in public-sector catering, such as London's schools and hospitals.²

London Food Link's work with restaurants in the capital has been funded by the Environmental Action Fund (EAF) of the Department for Environment, Food and Rural Affairs. The EAF sought projects that contribute to the sustainable consumption agenda identified in the Government's Sustainable Consumption and Production Framework.³ Defra's desire is to encourage projects to stimulate a change in consumer behaviour; finding ways of making sustainable living attractive to consumers, and sustainable processes attractive to producers. London Food Link's work on this and related themes is also supported by the European Regional Development Fund (ERDF).

London Food Link's project set out to increase the proportion of sustainable food available in London. One aspect of the project has been working specifically with businesses run by or serving specific cultural communities, to tackle the difficulties faced in providing sustainable and culturally appropriate food. A separate London Food Link report called *Recipe for a Greener Curry* gives details of this work. Another part of the project is to work with restaurants in London, to try and increase uptake of sustainable food and sustainable business practices. This report provides a picture of current practices and attitudes to sustainability within the restaurant and catering sectors in London, and initial work to support improvements. The report also seeks to identify the best ways to stimulate a more sustainable food system for the capital, and the people and organisations best placed to make this come about.

London Food Link is a network for organisations working to increase the proportion of sustainable food available in London. It is coordinated by the national organisation, Sustain: The alliance for better food and farming. London Food Link brings together organisations and individuals with members as diverse as farmers,

1 London Food, *London Food Strategy: Healthy and sustainable food for London*, Food Strategy Unit of the London Development Agency, 2006

2 For information about the Sustain project Good Food on the Public Plate, see: <http://www.sustainweb.org/page.php?id=83>

3 For details of the Environmental Action Fund, see: <http://www.defra.gov.uk/ENVIRONMENT/eaf/>

food writers, chefs, caterers, restaurants and community food projects. London Food Link and its members have been working closely with the LDA to develop practical projects to help implement the London Food Strategy.⁴

The interest in sustainable food among policy-makers is mirrored by rising purchases of foods grown and prepared with sustainability in mind. In October 2006, the market research specialist Mintel declared that 'Green is the new black', reporting that British people are spending over £2 billion on "ethical foods", up 62% since 2002. The ethical criteria considered by Mintel included organic, Fairtrade, locally grown food supplied through farmers' markets, free-range eggs and certified Freedom Foods (a label denoting animal welfare standards).⁵ The Institute of Grocery Distribution (IGD) has also reported that 65% of shoppers now claim to buy some local food (and most of these would like to buy more), and a further 9% expressed an interest in buying local food if availability was better.⁶ Although questions remain about whether customers can easily turn this inclination into action when shopping, the IGD's report *Retail and Foodservice Opportunities for Local Food* concludes that a significant opportunity is being missed by many foodservice outlets, with almost three quarters of consumers wanting to see local foods named on menus, in particular, vegetables, meat and poultry.

The Soil Association reports that in the market for organic food, sales have grown much faster than for non-organic, reaching £1.2 billion - an 11% increase on the previous year. Responding to increasing demand for organic and local foods, five of the eight main supermarkets now buy over three quarters of staple organic foods from UK producers. Only two supermarkets met this Soil Association target in 2003.⁷

2006 has also seen an upsurge in campaign activities from environmental and consumer groups such as Greenpeace, Friends of the Earth and the National Consumer Council, measuring national food retailers against each other for their sustainability credentials. Greenpeace has held supermarkets to account for the sustainability of their fish;^{8, 9} Friends of the Earth has tracked and criticised the environmental performance of Tesco, and the National Consumer Council launched its *Greening Supermarkets* report in September 2006,¹⁰ seeking to encourage competition between supermarkets to promote more environmentally friendly products and practices.

4 For information about the Sustain project London Food Link, see: <http://www.sustainweb.org/page.php?id=62>

5 Mintel news release, 13th October 2006: 'Green is the new black' as Brits turn to ethical food

6 Geraldine Padbury, *Retail and Foodservice Opportunities for Local Food*, Institute of Grocery Distribution, 2006

7 Soil Association, *Organic Market Report*, 2005

8 For information on the Greenpeace Sustainable Seafood campaign, see: www.greenpeace.org.uk/oceans/supermarkets/recipe_for_change.cfm

9 See, for example, the Friends of the Earth press release: *Tesco, the green chameleon?* www.foe.co.uk/resource/press_releases/tesco_the_new_green_chamel_25042006.html - Friends of the Earth is also a member of the Tescopoly campaign coalition, see: www.tescopoly.org.uk

10 Dibb, S. *Greening Supermarkets: How supermarkets can help make greener shopping easier*, National Consumer Council, 2006. See: <http://www.ncc.org.uk/responsibleconsumption/greening-supermarkets.pdf>

1.1 Ethics and eating out

But as consumers, what happens to our increasing interest in sustainable food when we choose to eat out? Latest figures show that UK households are spending more money on eating out than buying food to eat at home - from sandwich shops, restaurants, cafés, take-away food shops, fast-food chains, and food provided by caterers. Spending on food and drink consumed outside the home surged 102% between 1992 and 2004 to hit £87.5bn in 2004. In comparison, bills for home-cooked food rose 53.4% to £85.5bn during the same period.¹¹ Recent research carried out by Datamonitor¹² has suggested that Britons actually eat more out-of-home meals than any other country, including the US. This figure is likely to be even higher in London, with Londoners eating out more regularly, and spending more every week on eating out than any other part of Britain, at an average of £15.70 a week.¹³

Whilst eating food prepared by others is undoubtedly convenient, and encourages more paid employment in food preparation, it also removes our direct connection with food choices. We hand over responsibility for the provenance, quality and environmental credentials of our food to the people who buy and cook it on our behalf. It may come as little surprise, then, that the very consumers who say that they buy sustainable food when shopping also report that they tend to leave their ethics at home, and rarely ask questions about the provenance of food when they eat out.

However, the sheer volume of food that we eat outside the home clearly illustrates that the restaurant and catering trades could play a crucial role in creating a sustainable food system for London. London is home to around half of the nation's restaurants and other eating places.¹⁴ This demonstrates that there is huge potential for restaurants and caterers to tap in to the growing interest in sustainable food, which can also offer opportunities to build customer loyalty and differentiate businesses in a highly competitive trade. In turn, they could do their bit to help the environment whilst also building resilient local economies and encouraging a diversity of small businesses throughout the supply chain. There is also potential for food businesses engaging with sustainability issues to receive practical support from organisations such as the London Development Agency and London Food Link, to help them achieve mutual sustainability objectives.

11 BBC news report, 18 August 2006, *Eating out overtakes home dining* - reporting on figures from the Office for National Statistics. See: <http://news.bbc.co.uk/1/hi/business/5263156.stm>

12 Datamonitor, *New Opportunities In Out-of Home Food and Drinks Consumption*, 2006, see: www.datamonitor.com

13 Office for National Statistics (ONS). *The Annual Family Spending study*. January 2007

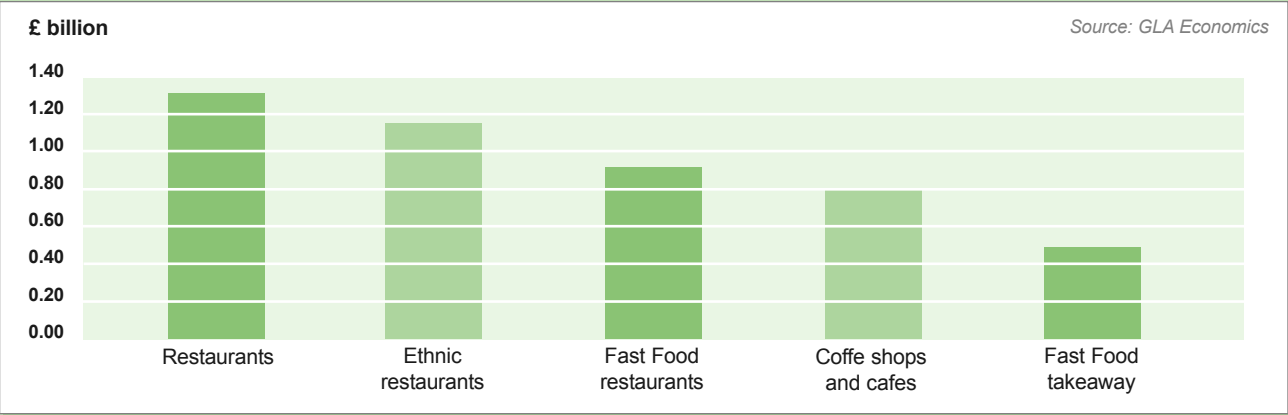
14 Barrett, M; Keech, D. *Capital Eats: An analysis of London's food economy*. London Food Link (Sustain), 2004. Download a copy of the report at: www.sustainweb.org/pdf/lfl_capitaleats.pdf

Facts and figures about London's food

Some London food facts - summarised from the London Food Strategy (London Development Agency, 2006), Greater London Authority Economics (GLA, 2002 figures) and *Capital Eats* (Sustain, 2004), are as follows:

- Londoners spend £11 billion each year on food and 500,000 are employed in the food, drink and catering sectors.
- Discretionary eating - as opposed to eating in, for example, canteens or institutional catering - is currently worth £5.98 billion in London.^{15, 16}
- The London restaurant scene enjoys great diversity, with between 50 and 60 different cuisines represented in the capital,¹⁷ and over 12,000 restaurants (just over 6,000 of which are licensed).

Chart 1: Value of Dining in London



- London's restaurants employ up to 200,000 people.
- Eating out by visitors generates £1.6 billion annually for London's economy.
- 12,000 hectares or 8% of Greater London is farmland.
- Farming contributes only 0.25% of London's Gross Domestic Product (GDP) and employs only 0.03% of its workforce.
- Half a million tonnes of London food ends up as waste in landfill sites each year.

15 The market share of different types of restaurants in 2002, according to Greater London Authority Economics, was as follows: Traditional restaurants £1.28 billion; Ethnic restaurants £1.16 billion; Fast Food £1.43 billion (£0.9 billion eat in and £0.5 billion fast food takeaway).

16 According to the Food & Drink Federation's *Out of Home report*, 2005, in the UK: Quick service outlets command the highest percentage of food sales with 25% (average spend: £4.39 per meal). Restaurants have a 21% share (average spend: £10.37 per meal). Hotels have 18% of the market (£10.23 per meal)

17 Time Out London, *Time Out Eating Guide*, 2004

1.2 Understanding sustainability and the restaurant sector

At London Food Link, we have witnessed growing interest in sustainability issues from our members and in London's restaurant and catering sectors. Over the past few years, several of London's leading restaurants, sandwich chains and catering companies have, for example, made good progress in purchasing more of their food from local suppliers, buying more organic food and Fairtrade products, or have made a point of using certified sustainable fish on their menus. More and more food businesses are also exploring how they can 'green' their businesses by using reusable, biodegradable or recyclable packaging, and increasing the amount of food waste that they compost. Case studies are shown throughout this report.

However, our experience of working with people in the food trade has been that use of sustainable food by restaurants and caterers, although on the increase, has been piecemeal, led by entrepreneurial business people and restaurateurs. We also note that even where sustainability has been taken into consideration, this is often poorly communicated to customers, meaning that opportunities are often missed to generate a 'virtuous circle' encouraging growth in both demand and supply. Meanwhile, many food businesses remain more preoccupied with immediate business concerns such as food safety and staff retention, than long-term environmental issues such as fish sustainability or climate change.

To enable London Food Link and others to offer the right kind of support to encourage more sustainable business practices in the restaurant and catering sectors, we wanted to understand their approach and attitudes to sustainability more fully. Supported by the Environmental Action Fund (run by the government's Department for Environment, Food and Rural Affairs - Defra) and the European Union (European Regional Development Fund), we therefore set out to investigate the potential for greater use of sustainably produced food by London's restaurant trade. The results of the research are the subject of this report.

Our research examines the current attitudes, experiences and practices of a sample of London's restaurants in relation to sustainability, complemented with a snapshot survey of consumer attitudes to sustainability in four London boroughs (see chapter 3). We also undertook interviews with seven people and organisations whose work has an important influence on food choices when eating out - the suppliers, regulators, catering training organisations and media professionals who service and report on London's restaurant trade (see chapter 4). Our research turned a spotlight on many inspiring examples of individuals and organisations working to improve the sustainability of what we eat. For London Food Link, research for this report has been a very valuable learning experience, giving us the opportunity to let new insights inform our tried-and-tested methods of encouraging London's food businesses to use more sustainable food. It has also resulted in new working relationships, and the seeds of ideas and enthusiasm for future collaborative activities. Our thoughts on the way forward are set out in the recommendations on page IX - XI.

In designing our research questions, we were particularly interested to find out more about the provenance and production methods of food being sold by London's restaurants and catering businesses, and which issues are a priority for restaurants and caterers when they choose their ingredients. We also hoped to find out more about what customers think about sustainable food, and what sorts of demands they express to restaurant staff. In addition, we explored how restaurants and caterers communicate sustainability issues to their customers, and what sorts of promotions customers say they would respond to.

1.3 Looking to the future

At the same time as undertaking research for this report, London Food Link has also been assisting restaurants and eateries to improve the sustainability of their food. This builds upon similar work that we have been doing with London's hospitals and schools¹⁸ and with ethnic food businesses (this latter work is detailed in the Sustain report *Recipe for a Greener Curry*¹⁹). Such work has focused on recommending relevant suppliers, as with Konstam (page 78), and with other caterers including Leon (page 100), S&M café (page 33), Mal Maison, Acorn House (page 12); also other London caterers including Feast Your Eyes and Thomasina Myers. The recommended suppliers have used products produced as locally to London as possible, although we also want to promote organic and other forms of sustainable production. For example with fish, the concern is more over the sustainability of the stocks than their proximity (see box on page 22).

Going forward from the publication of this report we will be participating in a London Sustainability Exchange project, Greener Food, funded by the London Development Agency. Among other things, we will be part of a team carrying out environmental audits on restaurants around London which will look into the sustainability of their waste, water, energy and food supply. This will work with 300 restaurants, cafes, take-aways and caterers across London over the next two years, auditing current practice and advising on improvements that could be made. Our future work will also be influenced by our recommendations (page IX). The experience of working with restaurateurs has demonstrated that there is potential to help restaurants achieve long-term relationships with local suppliers selling distinctive high-quality produce. The next challenge is to help co-ordinate supply and demand by working with restaurants and suppliers to overcome technical challenges and help sustainable London food supply chains to prosper.

Thus, the results of our research, summarised in this report, will help to inform London Food Link's future programme of work to support London's restaurateurs, caterers and customers to improve the sustainability of London's food. In the coming months and years, London Food Link will continue to facilitate links between

18 For information about Sustain's Good Food on the Public Plate project, see: www.sustainweb.org/page.php?id=83

19 Details of the report *Recipe for a Greener Curry* can be found on the London Food Link website: www.sustainweb.org/page.php?id=62

local producers, and those supplying organic and Fairtrade certified produce, with restaurants, caterers and food manufacturing businesses interested in sustainable food. We hope that our work will contribute to a growing momentum, sowing the seed for future generations of Londoners to enjoy a healthy, vibrant and diverse food culture for many years to come.

The Mayor's London Food Strategy

The Mayor's London Food Strategy was launched in May 2006,²⁰ calling on the public, voluntary and private sectors in London to work together to improve the sustainability of London's food and farming system. The strategy has identified six priorities that offer the best opportunities for initiating and/or accelerating change towards a healthy, sustainable and equitable food system, specifically:

- Ensuring commercial vibrancy
- Securing consumer engagement
- Levering the power of procurement
- Developing regional links
- Delivering healthy schools
- Reducing food-related waste and litter

Recent projects undertaken by Sustain and London Food Link, to help implement the London Food Strategy, include:

- Helping London's hospitals, for example more than 15% of ingredients at the Royal Brompton are now from local/organic sources;²¹

- Pioneering work with black and ethnic community businesses, encouraging them to grasp the 'green' market potential;²²
- Running consultations on behalf of the London Development Agency's Food Strategy Unit, to ensure that activities support London's diverse population and food businesses.²³



20 London Food, "Healthy and Sustainable Food for London," (London: London Development Agency, May 2006). Download a copy of the strategy at: www.lda.gov.uk/server/show/ConMediaFile.1544

21 See details of the London Hospital Food Project (now part of the wider Good Food on the Public Plate project of Sustain) at: www.sustainweb.org/page.php?id=97

22 Details of the report *Recipe for a Greener Curry* can be found on the London Food Link website: www.sustainweb.org/page.php?id=62

23 For details of the consultation process and consultation report put together by Sustain, see: www.lda.gov.uk/server/show/ConWebDoc.1501

1.4 Defining sustainable food systems

Being 'green' is the common shorthand to describe goods or services that make, or claim to make, a positive contribution to sustainability. When people use this shorthand, they are often referring to something that is good for the environment, but sustainability is a much broader concept than that.

We do not believe that anyone has improved on the definition of sustainability developed almost 20 years ago by Gro Harlem Brundtland (then Chair of the World Commission on Environment and Development): "*the capacity to provide for the needs of the current generation without compromising the ability to provide adequately for future generations*".²⁴ At Sustain, and in the London Food Link network, we understand a sustainable food system to be one that enhances the health and welfare of people and animals, improves the working and living environment, enriches society and culture and promotes equity (see box on opposite page). A truly sustainable food and farming system would incorporate all of these elements.

In the UK, food accounts for around one third of our impact on the environment, or 'ecological footprint', with unsustainably produced food representing an ever-greater environmental burden. If consumption patterns carry on as they are, we would in theory, need three planets to support the human population.²⁵ The challenge is to modify consumption to limit ourselves to one planet's worth of natural resources. Although originating with environmental campaign groups, such language has recently been adopted by senior UK policy makers, with the Secretary of State for the Environment David Miliband urging government to aim for "one planet food and farming".²⁶

To counteract the trends towards consuming more resources, the Mayor's London Food Strategy recognises that sustainable food chains could significantly reduce environmental damage by creating markets for products that, for example, limit food transport,²⁷ energy-intensive farming inputs and the use of polluting agricultural chemicals. Sustainable food chains could also make a significant contribution to thriving local economies. Money spent with local suppliers, businesses and retailers has been shown to be worth three times as much to a community's economy as the same money spent, for example, in national retail chains that effectively siphon

24 World Commission on Environment and Development, *Our Common Future*, Oxford University Press, 1987

25 For information about ecological footprints and 'One Planet Living', see the WorldWide Fund for Nature (WWF) website: www.wwf.org.uk/researcher/issues/footprint/index.aspx. See also the WWF's *Living Planet Report 2006*, at: http://assets.panda.org/downloads/living_planet_report.pdf

26 Farmers' Weekly, 7 July 2006, *Miliband calls for partnership to promote 'one planet farming'*; Secretary of State for the environment David Miliband is reported as saying: "One planet farming should minimise the impact on the environment of food production and consumption and maximise its contribution to renewal of the natural environment"

27 A recent Defra report estimates that the social and environmental costs of food transport are around £9 billion every year: Watkiss, P. et al, *The Validity of food miles as an Indicator of Sustainable Development*, Defra, 2005

money out of the community.^{28, 29} Integrating locally produced food into London's supply chain could therefore encourage a 'multiplied' economic benefit for local businesses and the community, as well as reducing our overall impact on the environment.

Many people and organisations will contribute to achieving a sustainable food supply for London. As mentioned above, work is already underway to integrate local, organic and Fairtrade food into public-sector catering, such as in hospitals, schools and public services - and this is widely understood as a key market driver for a more local and sustainable food system. The retail sector is also becoming increasingly interested in promoting locally grown, organic and Fairtrade produce. We now look forward to London's restaurants and catering trade making a significant contribution to the ambitious but attainable vision set out in the London Food Strategy. We hope that this report will mark another important step in that process.

Recipe for a sustainable food system for London

Ways in which the catering trade could help support a sustainable food system for London would:

- Minimise food transport.
- Minimise energy use.
- Minimise waste, and direct unavoidable waste to recycling, composting and energy recovery schemes.
- Promote produce from organic and other environmentally benign farming systems.
- Promote meals rich in a diverse range of plants, for health and sustainability benefits.
- Include foods of animal origin (meat, milk, eggs) produced to high environmental and animal welfare standards.
- Avoid fish species most at risk, and promote fish only from sustainable sources.
- Support a wide range of small-scale and local food suppliers.
- Provide sustainable food at an affordable price and in all areas of London.
- Communicate sustainability principles to clients and consumers, to encourage a growth in both supply and demand for sustainable food.

28 New Economics Foundation and Countryside Agency, *The Money Trail: Measuring your impact on the local economy using LM3*, 2002. See: [www.neweconomics.org/gen/uploads/The Money Trail.pdf](http://www.neweconomics.org/gen/uploads/The_Money_Trail.pdf)

29 New Economics Foundation, *Plugging the Leaks: Making the most of every pound that enters your local economy*, 2002. See: www.pluggingtheleaks.org

1.5 A note of caution

Throughout our research, we have made every effort to ensure that interviewees understood what we meant when we talked about sustainability and sustainable food. Many of the people and organisations that feature in this report told us about work to support sustainable food - whether it be, for example, by buying food from local suppliers, using sustainably caught fish or by recycling or composting their waste. However, we did not seek to verify their claims, neither did we audit the activities for their claimed environmental or social benefits. Our aim was to find out more about the restaurant sector, its activities, its attitudes and the barriers to change with regards to sustainability.

Sustainability for starters

If, as a restaurant you're interested in trying to address the sustainability of your food, you can make a good start and minimise cost increases by using:

- Products with smallest premiums
e.g. organic milk
- Seasonal produce
- More fruit and vegetables,
less meat
- Class 2 produce - only visual
differences, tastes the same
- Fewer options - buy in bulk
- Tap water rather than bottled water
- Better quality foods which
may:
 - reduce quantities
required
 - leave fewer leftovers
 - increase uptake



Acorn House, King's Cross, North London

Arthur Potts Dawson has been a chef for the past 19 years. Starting as a specialist in French cuisine, he then spent time travelling - working in Italy and France. He was previously a chef at the River Café, Electric House, before working with Jamie Oliver at Fifteen. While working at the restaurant Fifteen in East London, Arthur began to observe that new chefs are unfamiliar with environmental issues associated with food, and seem little concerned about the implications of their food choices. The focus was on food quality and flavour.

When he decided to establish his own restaurant, Acorn House, near King's Cross in North London, Arthur's team set out with a strong ethical aspiration that everything they buy should be sustainable, demonstrating that such principles can also have practical application. Acorn House staff put in time and effort to research ecological suppliers and goods. As Arthur says, *"Nowadays, in my opinion, restaurants should have a moral, social, ethical and civil agenda, embracing health, community and ecology. And this should be included in training for new chefs."*

Arthur and his team at Acorn House take an holistic approach to food, seeking ingredients and practices that 'complete the circle' in terms of ecological systems. However, Arthur is all too aware that sustainability can have a bad image with restaurateurs - perhaps perceived as hippy or shabby. Whilst he has a strong desire to see this change, and for people to realise the true potential of sustainable food, he has no desire to preach. Acorn House would like to see people become accustomed to ecological values, helping them becoming a normal, everyday expectation. Sustainability must become a 'cool' ethic.



At Acorn House, they have found practical ways to enact their ecological principles. For example, the menus are changed monthly to reflect a change of seasons and availability of seasonal foods. They use a Four Seasons logo design to communicate this to customers, who have been very receptive. Their ecological commitment also stretches behind the scenes. For example, to reduce waste, they avoid all polystyrene packaging, which cannot be composted or recycled. They use chalk- and potato-based biodegradable plastic.

Arthur also has a special commitment to recycling as much as possible, and avoiding sending waste to landfill. Staff members at Acorn House are taught about the importance of recycling and composting as part of their training process, and Acorn House has invested in a wormery to deal with compostable waste. The restaurant also plans to provide educational activities for schools on healthy eating, recycling and composting.





Chapter 2: Conversations with London's restaurant trade

2.1 What we did

Our research examines the current attitudes, experiences and practices of a sample of London's restaurants, complemented with a snapshot survey of consumer attitudes in four London boroughs. Through our work with London's food businesses and the region's food suppliers, London Food Link identified 27 restaurants, cafés, hotels and catering businesses (but mainly restaurants) working in the London area with a split between those who have already begun to address sustainability in either their food purchases or their business practices, and those who have not - some of which are interested in doing so. We do not presume to have covered all the London restaurants using sustainable food; instead, we present a few choice examples.

We sought to interview a representative range of such food business. Some are independent operatives; others run a chain of food outlets across the capital. Some have taken a special interest in one aspect of sustainability such as fish, or dealing with waste; others have taken a broad view of sustainability in relation to all of their activities and purchases. Some have pursued their sustainability interests to an impressive degree, travelling to visit their suppliers and developing sophisticated sustainable supply chains; others have adopted simple rules of thumb on food purchasing or waste management. Some have chosen to communicate their sustainability principles to their customers; others have not. Some operate in areas of London likely to attract a wealthy clientele; others operate in less wealthy neighbourhoods.

Of course, 27 restaurants, cafés, hotels and catering outlets cannot represent the full range of attitudes and activities in London's restaurant and catering trades. However, our qualitative research has turned a spotlight on many inspiring examples of individuals and organisations working to improve the sustainability of what we eat.

2.2 Sustainability pioneers

When talking to business owners and chefs, our strong impression was that in restaurants and catering businesses where people have made a success of putting sustainability principles into practice, this is largely

down to the determination and hard work of entrepreneurial individuals. Our interviewers reported on many examples of hard work and commitment to environmental and social values, reporting that restaurant owners had 'gone the extra mile' to find out more about the issues and make contacts with farmers, local suppliers and companies offering environmental products and services. This usually involved lengthy research into the issues and suppliers, contacts with environmental organisations, and periods of experimentation. Our impression was that such work arose from the personal commitment of the restaurant owners to sustainability principles. Disappointingly, we rarely came across examples of restaurants or suppliers that had been offered professional support to help them source more sustainable food, although some had received basic support to help them with environmental forms of waste management, such as recycling.

Some of our interviewees told us that they are driven by a strong personal ethic, and have embodied their principles in their food purchasing, business practices and communication materials. For example, Arthur Potts Dawson at Acorn House, King's Cross, and Henry Dimbleby with branches of the restaurant chain Leon across Central London, have addressed their environmental concerns from farm to waste bin - from their choice of seasonal and local food to reduce food miles and support local farmers, right through to waste management (see case studies interspersed throughout this report). At Chop'd in Leadenhall Market in the City of London, Jasper Wight summarises their driving principles as "a broader mission to help bring better, fresher food into the lives of people lacking it, as sustainably and commercially fairly as possible", and has broadened this outlook to include charitable giving to ethical and environmental organisations.³⁰

At Chand's Kitchen in Harrow, West London, and Stoshus in Hornsey, North London - businesses serving a high proportion of customers from different ethnic backgrounds - their respective owners, Kiran Sheth and Asha Urhobo, expressed a strong commitment to supporting healthy choices for their communities. Health and the environment are also of central concern to Cyrus Todiwala at Café Spice Namaste, with the restaurant working towards Heartbeat Award accreditation, and seeking to support environmentally conscious producers wherever possible. And at Moshi Moshi, Rivington, and the Duke of Cambridge, managers Caroline Bennett, Clive Gregory and Geetie Singh, respectively, demonstrate their commitment to sustainable fish species by tough policies that exclude species at risk from over-fishing, and promote more sustainable options.

To a greater or lesser extent, all of the restaurants who had adopted some sustainable products or practices demonstrated that addressing sustainability can help a business to be successful. It generates many additional benefits for the restaurants, their staff and their customers, in terms of customer loyalty, and having an interesting and engaging story to tell about food provenance.

30 Currently, Chop'd supports Community Food Enterprises (www.community-food-enterprise.org.uk/), a not-for-profit organisation making fresh fruit and vegetables more available to low-income communities in East London. Candidates for the Chop'd charity programme must in some way further the Chop'd mission, for example local food production or distribution; biodiversity; heritage or heirloom farming; ethical trading; nutrition; healthy eating; sustainability; or intermediate food technologies for the developing world.

Commentary and conclusions: *In London Food Link's previous work on sustainability with hospitals and schools, work programmes have been largely motivated by external factors, such as sustainable procurement requirements for contracts paid for by public money. However, even within this policy framework, good progress is often attributable to enthusiastic and persistent individuals. This seems to be even more pronounced in the restaurant sector, where entrepreneurial individuals can set the ethos for companies that rely on brand differentiation and generating interest and loyalty among customers. We consider, therefore, that any collaborative activities to improve sustainability in London's restaurant and catering trades should first seek out enthusiastic individuals already motivated to take some action. Encouraging a leadership approach that rewards entrepreneurial activities may be beneficial, although attention would need to be paid to encouraging less entrepreneurial organisations to follow suit.*

2.3 Local and seasonal food

Whilst the term 'sustainability' covers a broad range of social and environmental considerations (see section 1.5), we found that the two most popular points of entry for restaurants starting to address sustainability concerns were in the purchase of local and seasonal foods.

Seasonality, in particular, was a highly valued attribute of restaurant menus for most of the chefs and restaurant owners that we interviewed. For some food outlets, 'seasonal menus' may simply mean offering hot soup in winter and cold salads in summer, with little regard to where the food comes from. However, many of the restaurants we interviewed understood seasonal menus to mean that recipes are designed around the best and freshest foods available at different times of the year, from British farmers and suppliers.

At the Rivington Grill Bar Deli in Shoreditch (with a second branch in Greenwich), restaurant manager Clive Gregory is proud to state that Rivington menu *"is inspired by traditional foods and seasonal British produce. We source from small suppliers in and around the British Isles who harvest responsibly from ocean and sea shore, forest and farm."* Rivington's approach seems grounded in creativity, with the restaurant's creative director Mark Hix having traveled around the UK to find small producers to provide regionally distinctive foods to London chefs. The restaurant also uses two foragers to search out wild herbs and fungi, with the lists of what they bring to Rivington sounding like wild poetry - July's offering includes marsh samphire, rock samphire, green walnuts, camomile, blackberries, ceps and chanterelles. As the restaurant's website declares, *"This fantastic local produce has provided the inspiration for many new recipes and features on the seasonally changing Rivington menu."*³¹ One of the most striking adjectives that Clive attaches to Rivington's use of seasonal food is *"dynamism"*.

31 See the Rivington Grill Bar & Deli website at: www.rivingtongrill.co.uk

At the Blueprint Café in Shad Thames, head chef Jeremy Lee stated his commitment to using seasonal produce, which offers him the pick of quality, fresh and distinctive ingredients. Jeremy's attitude to seasonal food was echoed by other interviewees in that he feels it offers the opportunity for creativity when designing menus. He sees seasonal produce as a means to refresh the menu, *"keep it alive"*, and generate interest among customers.

Seasonality is central to the business values of Pod Foods in the City, and Smallfish in the Old Street area of London. Elaine Chalmers at Smallfish expressed a strong interest in using seasonal produce - she changes her menus every month to reflect the availability of fresh, seasonal food. As far as Elaine is concerned, *"using food that is not in season makes no sense"*. However, this can prove to be a challenging principle to maintain, with restrictions on the variety of produce available in winter and early spring - the 'hungry months' of the growing seasons. For Pod, using seasonal produce can also be a challenging new way for customers to understand their food. As Kate Skerritt of Pod says, *"People don't understand seasonality; they are used to having anything they like all year round."*

For a small-scale independent trader such as Chands Kitchen, a vegetarian restaurant in Harrow, West London, seasonality is of importance for taste and food quality. Kiran Sheth is the owner and head chef of Chands Kitchen. When her family moved to the UK from Kenya and set up the restaurant, their main challenge was to find sources of fresh ingredients throughout the year. Whilst she is forced to use out-of-season imported produce at times, to meet demand for dishes containing ingredients such as fenugreek and spinach, she feels that out-of-season produce just does not taste as good, and so advises customers that although they might stock a product out of season, it may not taste as good.

The sandwich chain Pret a Manger also has an eye to seasonality, and our interview with the food manager Ian Watson revealed that buyers work to a seasonal juice calendar. Their apple and blackcurrant smoothies contain English apples; they also use conference pears and cox apple juice, with fruit from the UK. Salads change seasonally, and Ian says that Pret tries to use British produce when it is in season.

For the Dorset Square Hotel, using regional food is of prime importance in its Potting Shed restaurant. It boasts that it has become the first London venue to become a member of Direct from Dorset - a Dorset County initiative to support the local economy there by providing a brand that identifies Dorset products and educates consumers about the importance of buying distinctive British produce; "thus leading to greater awareness, availability and purchasing of local products and overall contributing to greater sustainability". The Executive Chef Martin Halls explains that, "By selling and promoting Direct from Dorset products as part of our menu offering and hotel experience we are helping Dorset. We can contribute in helping maintain the countryside and shape its future. We can support local businesses, keeping money in the local economy and promoting local jobs. Traditional skills are kept alive and there are also environmental benefits."

This idea of differentiation was echoed by executive chef, Mark Gregory at One Aldwych hotel in Central London, who said that it is important to make distinctive food when the world is becoming more uniform. He enlivens his menus by organising tastings with suppliers and customers and buys speciality products for the hotel. Customers report that they really enjoy the tasting events and the opportunity to be pleasantly surprised by, for example, English wines.

Commentary and conclusions: *Local and seasonal foods seem to offer useful starting points for restaurants and caterers interested in sustainable food. These offer opportunities to make menus more interesting, use the freshest foods, and connect customers to the seasons, although they require more flexibility in the menu. Some products require chalk-board menus, because chefs might only know that day what they are getting, as is often the case with freshly caught fish,. Work to promote sustainable food should focus on this type of product, which offers so many possibilities for interesting recipes and strong marketing.*

2.4 A growing interest in healthy food

Several of the restaurants we interviewed said that they were strongly committed to improving the availability of healthy food.

Notable amongst them are Pod Foods in the City of London; Chop'd in Leadenhall Market, also in the City of London; Café Spice Namaste in the Tower Hill area of East London; Chand's Kitchen in Harrow, West London, and Leon, operating five restaurants in and around Central London. Kate Skerriitt of Pod Foods explained that health is of fundamental importance to their brand. Not only have they taken steps to reduce unhealthy ingredients in their foods - such as fat and salt - they have also gone to great lengths to ensure that the food contains health-promoting ingredients. The emphasis is therefore on fresh food, and 'superfoods' with high nutritional value - breakfasts include porridge, muesli and fruit salads; lunchtime options include salads and freshly made soups. Pod also provides nutritional information to customers on its website.³²

Leon also sells an upbeat and attractive 'superfoods' message; with fruit, vegetables, 'power smoothies', omega-3-rich oily fish and wholemeal bread appearing as regular features on the menu. Dishes are clearly marked with a tick for 'good carbohydrates'; a heart for 'low or no animal fat'; a V for vegetarian; WF for wheat free; and DF for dairy free - with plenty of choice under each option.

The amount of salt and the amount and quality of fat used in their cooking is always considered by Cyrus Todiwala at Café Spice Namaste. Sugar is not added to any food other than desserts; cooking oils are chosen for their healthier profile; and Cyrus is limiting salt levels in his food.

³² See Pod Foods nutrition information at: www.podfood.co.uk/nut.html

For the owner of Chop'd, Jasper Wight, too much of London's fast food and lunchtime food service is 'mayo-laden' and unhealthy. Chop'd serves salads, soups and healthy breakfasts. They are also introducing more detailed nutrition information on the menus, to help people compare the calories and fat in different dishes. The customer response has been enthusiastic, with people enjoying the freshly prepared and flavoursome food.

At the Caribbean restaurant Stoshus in Holloway, North London, health issues are also central to the restaurant's cooking methods. Owner Asha Urhobo says that they are very health conscious - they use spices rather than salt to flavour their dishes. They also bake a lot of their fish, and offer this option as an alternative to fried. Overall, they try not to cook with very much oil. Stoshus is a family restaurant, and they feel that this supportive approach to healthy eating embodies their family values.

Similarly, Husseyin Derin, owner of the Turkish restaurant Bodrum Okabasi in Islington, says that he is very careful in the use of fat when cooking his food. Kebab businesses often get a bad press in terms of health - especially fast-food outlets that serve the after pub-hours market. He is working hard to revive the understanding that well-cooked traditional Turkish food is not doused in fat, and can be a healthy meal.

A similar approach has been adopted by Chands Kitchen, a vegetarian restaurant in Harrow, West London. Owner and head chef Kiran Sheth considers that using fresh and healthy food would be the expected approach in her family's native Kenya, and would not have considered anything different when she set up her restaurant in Harrow. Kiran prepares all food from scratch, from fresh ingredients, and cooks it in oil chosen for its healthier fat profile. As well as cooking with healthier alternatives, they go out of their way to add ingredients to boost the healthiness of products, such as using lots of different vegetables in samosas, not just potato. This attention to detail, and the commitment to vegetarianism, means that Chands Kitchen is popular with people from many faiths. They appreciate the opportunity to eat healthy food that is not contaminated with meat products that their religions would not allow them to eat - there is no question as to whether the food is halal or kosher.

Commentary and conclusions: *Improvements to the healthiness of food can be achievable by quite simple means, such as changing cooking oil, integrating more vegetables into recipes and reducing salt. However, there remains some confusion about the best choices to be made by chefs and caterers. The Food Standards Agency and local authorities could do more to circulate information about healthy food to food businesses, with information tailored to make it relevant to food service professionals. Such promotion should also take into account multi-cultural concerns, and the need for restaurants and caterers to make food that is as appealing as possible - both visually and in taste. Healthy food promotions by restaurants could benefit from a focus on aspirational qualities of food, interesting fresh ingredients, and a sense of overall well-being.*

2.5 Fish: a subject of special concern

Responding to the international crisis in fish stocks, the specialist sushi restaurant Moshi Moshi told us about its work to ensure that it uses fish caught as sustainably as possible. Moshi Moshi works closely with fishing communities to ensure that they accept fish only from more sustainable fishing practices (i.e. not deep-sea trawling), and that the restaurant menu remains flexible enough to accept the range of fish species caught, rather than stipulating certain species in advance. This considerably reduces the waste that usually results from unwanted catch being thrown away just because it does not meet restrictive restaurant criteria. See the case study on page 44 for more details.

Fish sustainability is also an area into which Geetie Singh and her team at the organic Duke of Cambridge pub in Islington have delved. Its fish buying policy has been approved by the Marine Stewardship Council (MSC - see box below). Geetie reports that there have been more fish suppliers emerging who are thinking about provenance and sustainability.

The executive chef at Aldwych One hotel, Mark Gregory said that they have made a special effort to exclude 'fish to avoid' identified by the Marine Conservation Society (see box below), and to choose the 'fish to eat'. They communicate this to customers on the menu.

Henry Dimbleby, co-founder of the Leon chain of restaurants in London, has also made a commitment to using only sustainable fish. Cod is off the menu, and the chefs have worked to create new recipes for fish cakes and



"As much as possible people should be eating fish that is caught by a local fisherman. It's the big multinational companies that are doing the damage. These huge trawlers are going out there, huge drift-nets, and they're harvesting the sea. With these nets, all of the smaller fish and the different species that you can't sell, are thrown out - especially if they don't conform to the quota. And just to put things into context, it's thought that around a third of the fish catch is thrown away. So a third of the catch is dead meat."

Nicky Rohl, director of Moshi Moshi sushi restaurant, London

Fish: taking stock

Unsustainable fishing practices have become an issue of national campaign and policy attention over recent years. Concern for fish stocks has been provoked by reports from several leading organisations³⁴ and commentators, and startling statistics such as the following:

- 70% of the world's commercially important marine stocks are fully fished, overexploited, depleted or slowly recovering.³⁵
- Contemporary fishing practices kill and waste 18-40 million tonnes of unwanted fish, seabirds, sea turtles, marine mammals and other ocean life annually.³⁶
- The weight of fish discarded amounts to about 8% of the total world catch, with fishing for certain species, especially shrimp (prawns), resulting in up to 80% of the catch being discarded.³⁷



The Marine Stewardship Council (MSC)³⁸ and Marine Conservation Society³⁹ are two organisations working to promote greater awareness of the crisis facing world fish stocks, and practical action that consumers and businesses can take to halt their demand for the most unsustainable fishing practices. The Marine Stewardship Council runs a sustainable fishery certification programme, permitting those fisheries that work to strict environmental standards to promote their fish using an MSC logo. Some leading supermarkets such as Waitrose, M&S and Sainsbury's are now working with the MSC to ensure that the fish they sell is sustainably caught, and the environmental campaign group Greenpeace is keeping up the pressure by tracking the supermarkets' progress on this issue.⁴⁰ Meanwhile, the Marine Conservation Society publishes lists of 'fish to eat' and 'fish to avoid' on its 'fishonline' website,⁴¹ highlighting the fish species that are most at risk of extinction, and which are still safe to eat.

See the Marine Stewardship Council certification website at: www.msc.org

See the Marine Conservation Society 'fishonline' website at: www.fishonline.org

See 'Like shooting fish in a barrel. Sustain. 2005. At www.sustainweb.org

other dishes that use species such as mackerel, that are less under threat of extinction. See the case study on page 100 for more details. Similarly, Richard Hills at Tokyo Diner in Soho has removed tuna from his menu because he is concerned about the potential extinction of this valuable and much-loved fish species. As the restaurant website states: "All over the world, people are prepared to pay high prices for it. Unfortunately, this leads to serious over-fishing: breeding stocks of bluefin are now down to only 10% of their level in 1970. Here at Tokyo Diner, our customers have consistently told us that they do not want to contribute to the collapse of tuna." Tokyo Diner is continually looking for new sustainable sources for its ingredients, and states that it is prepared to pay extra when they find them: "But until there is a trustworthy sustainable source of tuna, we will not buy any."³³

Commentary and conclusions: *There is an urgent need to reduce our reliance on threatened fish stocks. There is growing media attention on fish issues and a growing number of organisations now working to highlight problems with fishing methods, and promoting opportunities to use more sustainable fish. It may also become the focus of regulatory attention, and as such is a natural starting point for any collaborative activities to help restaurants become more sustainable, and benefit from this through marketing and customer loyalty. Solutions to the fish crisis will require awareness-raising among chefs and customers; support for the Marine Stewardship Council certification scheme; changes in recipes to use more sustainable species; and specialist training. This theme was the focus of the first meeting of the Ethical Eats restaurants' and caterers' network (see page X).*

33 For details of the Tokyo Diner's commitment to sustainability, and especially sustainable fish, see: www.tokyodiner.com/WhyNoTuna.htm

34 For example: Greenpeace (www.greenpeace.org.uk/oceans/supermarkets/recipe_for_change.cfm); Marine Conservation Society (www.fishonline.org); Marine Stewardship Council (www.msc.org); Sustain (www.sustainweb.org/page.php?id=137); Forum for the Future (www.forumforthefuture.org.uk/publications/fishingforgood_page217.aspx); National Consumer Council (www.ncc.org.uk/responsibleconsumption/index.htm); also the book *End of the Line: How over-fishing is changing the world and what we eat*, by journalist Charles Clover (Ebury Press, London, 2004)

35 The European Cetacean By-Catch Campaign, 50 Key Facts about Seas and Oceans www.eurocbc.org/50_key_facts_about_sea_and_oceans_08jun2004page1695.html

36 Wielgosz, B. *Like Shooting Fish in a Barrel: The collapse of world fisheries in the 21st century and what we can do to prevent it from happening*, Sustain, 2005, see: www.sustainweb.org/page.php?id=137

37 Food and Agriculture Organisation of the United Nations (FAO) Fisheries Technical Paper 470, *Discards in the World's Marine Fisheries: An update* by Kieran Kelleher, Consultant Fishing Technology Service (FAO Fisheries Department, Rome, 2005). See: www.fao.org/docrep/008/y5936e/y5936e00.htm

38 See the Marine Stewardship Council website at: www.msc.org

39 See the Marine Conservation Society 'Fish Online' website at: www.fishonline.org, with lists of 'species to avoid' (www.fishonline.org/advice/avoid/) and 'species to eat' (www.fishonline.org/advice/eat/)

40 For information on the Greenpeace Sustainable Seafood campaign, see: www.greenpeace.org.uk/oceans/supermarkets/recipe_for_change.cfm

41 See the Marine Conservation Society 'Fish Online' website at: www.fishonline.org, with lists of 'species to avoid' (www.fishonline.org/advice/avoid/) and 'species to eat' (www.fishonline.org/advice/eat/)

2.6 Using organic food

Most of the restaurants we spoke to regarded organic as the 'gold standard' for ensuring that the environmental impact of farming is minimised. Some restaurants, such as Cru in Hoxton, have made a special commitment to using organic food wherever possible, for its quality and environmental and animal welfare credentials. The Duke of Cambridge in Islington is an accredited organic pub, with food, alcohol and other drinks from organic suppliers. The founder and managing director Geetie Singh considers that the values at the Duke of Cambridge are about quality and sustainability - embodied in the choice of organic food and local suppliers wherever possible (see the case study on page 54).

However, not all restaurants had found it possible to integrate organic food throughout their menus - mainly due to the cost of organic ingredients. At Leon, co-owner Henry Dimbleby had struggled to create affordable lunchtime menus using organic chicken, and had resorted to free-range to ensure at least reasonable animal welfare and environmental standards whilst still being able to sell the food at a realistic price. On a mass scale, Pret a Manger said that whilst they would like to be able to use organic poultry, they had found that organic turkey was three times the price, so had not opted for this when formulating their Christmas sandwiches. They have, however, switched to organic milk for their beverages. Pret says that it has absorbed the additional cost of such a switch, rather than passing it on to their customers.

Those restaurants who said that they were interested in buying more organic food reported that because UK-grown organic food was sometimes not available, they felt that buying organic produce that had traveled over long distances - especially fresh produce from overseas that may have been air-freighted - might undermine the environmental benefits. Some expressed concern that it was not always possible to tell where organic food had come from. On balance, some said that they felt happier committing to a policy of buying local food, with organic certification as a longer term aspiration.

For those restaurants that are already using at least some organic produce, red meat, poultry and eggs seemed to be the most popular starting points. In these sectors, there seemed greater understanding of the benefits in terms of quality and animal welfare, and therefore acceptance of a premium price, especially in outlets with a wealthier clientele.

Even some of the smaller, more cost-sensitive restaurants had made forays into using organic supplies. Asha Urhobo of Stoshus, a family-run Caribbean restaurant in Holloway, North London, said that some of the fresh produce they use is organic. They cannot afford to go to organic markets, but often the local market stalls that they use will have some organic produce. Urhobo family members always ask about the provenance of their produce, and try to buy organic where possible, if they can afford to.

Only a very few of the restaurants said that they were not interested in selling organic food. Manager Paul Corrett at the Big Easy in the King's Road, Chelsea, said that the restaurant does not serve free-range or organic food. As Paul explains, the main attraction for customers is that the restaurant is unique in the area; it is entertaining; the standard of the food is always high, and the portions are large. In the neighbouring Pizza Rock, also in the King's Road, owner Fernando Martinez said that he does not believe there is a difference between organic and non-organic produce, just that the latter is more expensive. He says that his customers are mainly interested in flavour and value for money.

The benefits of organic food and farming

Organic farmers aim to produce good food from healthy soil. Strict standards define what they can and cannot do, and place a strong emphasis on protecting the environment. For example, organic farmers use crop rotations to make the soil more fertile. According to the Soil Association, the UK's main organic certification body, organic farming's main features are as follows:

- Organic farming severely restricts the use of artificial chemical fertilisers and pesticides.
- Instead, organic farmers rely on developing a healthy, fertile soil and growing a mixture of crops.
- Animals are reared without the routine use of drugs, antibiotics and wormers common in intensive livestock farming.

The word organic is defined by law and any food labelled as organic must meet specified environmental and animal welfare standards. The Soil Association is also increasingly supporting the production and promotion of local food, for its additional social, economic and environmental benefits.

For more information about organic food and farming, see: www.soilassociation.org



Commentary and conclusions: *Using organic food results in many environmental benefits, and support for animal welfare and wildlife. However, there was confusion amongst many restaurateurs as to what those benefits were, and some owners expressed suspicion of 'organic', where they might be more receptive to*

seasonal or local food. In any activities to promote sustainable food in London, organic food should feature strongly (in tandem with local and seasonal promotions), particularly with a focus on overcoming some of the myths around the 'organic' brand and what it means. Production of organic food on land in and around London should also be encouraged, as part of the UK Organic Action Plan. There may be special challenges in incorporating organic food into sustainable food hubs in London (see section 35), unless special attention is paid to product segregation to ensure that organic food is kept entirely separate from non-organic products.

2.7 Using local and regional suppliers

For our interviewees, the use of seasonal food seems also to be intimately connected with using local or regional suppliers, with restaurateurs being able to describe on the menu the source of their food, especially meat products, by the name of a region, farm or grower. Using a diverse range of local suppliers was described by these restaurants to be just as much a part of the sustainability ethic as other choices relating to, say, animal welfare or fair trade. Sometimes, chefs and restaurant owners spoke of their commitment to local suppliers in terms of solidarity between independent traders; sometimes in terms of promoting diversity; and sometimes as a desire to reduce food miles. But more often, it seemed that using local suppliers offered an opportunity to buy fresh and distinctive products that embody a positive story of sustainable food values, which might help to protect and promote the UK's distinctive food culture, farmers and food producers.

Using local and seasonal supplies lends itself to creativity with the menu, as reported by several of our interviewees. Mark Gregory from One Aldwych hotel described this process as starting with the ingredients and applying imagination. If you start with a recipe, you are contained within certain boundaries and expectations. To make the best of local and seasonal food, a chef must be creative with the produce presented to him. He starts with a product and then composes the dish.

One head chef working with great autonomy and creativity is Oliver Rowe, at Konstam near King's Cross, who feels that using seasonal ingredients is about re-connecting people to their food. His highly distinctive menus are shaped by the availability and quality of local and seasonal food. As a result, his customers ask a lot of questions about their food; he reports that people are engaged by the menu and are excited by it. Being in London, his commitment to local suppliers means that food is coming from places that people don't expect - information about provenance is unusual and surprising; a real talking point. His approach has also generated a great deal of interest from and intelligent coverage by the London and national media.

For the co-owner of Leon restaurants, Henry Dimbleby, using local and sustainable food is part of an ethic that he believes will increasingly become the driving force for the food trade. After a period of rapid growth over

the past two years, having reached a scale of five thriving restaurants across London with another three branches to open in the next year, the Leon team is now confident that their ethical approach can become successful on a much larger scale. Henry also sees a time in the not too distant future when Leon's commitment to sustainable food systems can start to guarantee incomes for local farmers and small-scale suppliers, resulting in greater economic resilience throughout the supply chain (see case study, page 100).

At the Anchor & Hope gastropub in Borough, South London, co-owner and head chef Harry Lester said that seasonality and local suppliers offered great benefits in terms of distinctiveness and quality. He uses meat from traditional breeds such as Swaledale sheep, Tamworth pigs and Old Spot pigs, including pork from The Ginger Pig (a supplier in Borough Market) and Blackwell Haddon in Essex (the farmer supplies direct twice a week), and chicken from Suffolk. To get decent meat from local suppliers, he has to be very flexible and work with what is available.

Similarly, at the House Pub and Dining Room in Canonbury, owner Barnaby Meredith feels that *"in the future, local will be a big thing"*. The restaurant has become increasingly interested in noting the provenance of their food - especially meat - and communicating this to their customers. This optimistic outlook is also shared by Geetie Singh, founder and managing director of the Duke of Cambridge organic gastropub in Islington. Geetie observes that, recently, there have been more suppliers emerging who are really thinking about provenance and sustainability. It seems to be a trend; there has been general improvement with all types of suppliers. Sustainability concerns are becoming more of an issue for restaurants, and as a result they are demanding more from their suppliers.

The Duke of Cambridge has worked with its suppliers for many years, and they have grown to understand the restaurant's principles and needs - offering the best produce from local and organic suppliers and avoiding the most environmentally damaging practices such as airfreight. Geetie says that she deals with a larger number of different suppliers than most mainstream outlets, but that this is characteristic of restaurants interested in the provenance of food. This is certainly true of Cyrus Todiwala, executive chef at Café Spice Namaste in Tower Hill, East London, who works with about 58 different suppliers. The restaurant opened in 1993, and they have been using their original suppliers ever since, with the range of suppliers growing every year as Cyrus seeks those who are environmentally conscious (especially with regard to farming methods) and with good ethical policies. The restaurant gets many different products directly from the farmers. Cyrus takes this commitment one stage further in the case of mutton, being on the steering committee of the Mutton Renaissance Movement⁴² because, as he says, "It is important for me to raise awareness of some of the issues facing British farmers. Next year will see me doing master classes around mutton."

42 The Mutton Renaissance campaign was launched in 2004 by the Prince of Wales to support British sheep farmers who were struggling to sell older animals. The campaign is now co-ordinated by the National Sheep Association and the Academy of Culinary Arts. It is supported by EBLEX (English Beef & Lamb Executive) and Hybu Cig Cymru Meat Promotion Wales. See: www.muttonrenaissance.org.uk

The only restaurants who were only slightly interested in local food and seasonality were those with relatively unchanging menus. One outlet in the King's Road - Pizza Rock - said that they could see no particular advantage in using local food or promoting products grown to environmental standards. Another outlet in the King's Road - The Big Easy - said that they will favour local produce when it is available (for example between May and August they buy British sweetcorn). However, they do not change the menu according to the availability of local or seasonal produce. Meanwhile, the Mailcoach in Broadgate, near Liverpool Street Station, considered that it would not be possible to consider organic food, free-range meat or Fairtrade products. As part of a national chain, the restaurant is highly price sensitive and makes more money from selling alcohol than food.⁴³

For those businesses supplying food into the restaurant trade, there can be special challenges and sticking points, which are worth reflecting on in this report. Although we did not undertake interviews with many suppliers for this report, London Food Link does work with many local and small-scale producers in and around London. Our experiences, echoed by other organisations that provide brokerage services for localised supply chains, throws up regular themes. For example, producers report that restaurateurs are used to being able to pick up the phone, place an order, and receive a delivery within just a few hours. Many seem not to be familiar with, or interested in, variations in supply associated with seasonality - they are used to being able to create a regular and predictable menu from recipes that are not linked to the seasons. Farmers also report that restaurants are often interested only in the best cuts of meat, not the cheaper cuts, meaning that small-scale producers find surplus product left over. Whole carcass orders are rare, but a restaurant might ask for an order such as 15 legs of lamb at short notice. And such demands are made whilst the price continues to be haggled over, invoice payments are often delayed, and small producers are less able to reap the benefits of economies of scale.

Such reported experiences provide a useful insight into some of the practical challenges that may face local suppliers and restaurants. Some of the restaurants we interviewed demonstrate how such sticking points can be overcome by building long-term relationships between producers, buyers and chefs. This was often described as a 'change of mindset', with chefs redesigning menus and ordering practices to take into account the way local producers can operate. The challenges reported above also highlight the kind of practical support that could be provided by local food link organisations, economic development agencies and regional food groups, to facilitate easier uptake of local food, and to broker relationships between farmers and food outlets.

In general, restaurant owners and caterers reported that there is very little information available about sustainable food and about connecting with local suppliers. Wholesale markets, for example, have very little information on sustainability issues. It is sometimes hard even to get information about provenance or country

43 The Mailcoach is part of the Spirit Group, which has a centralised delivery structure. They manage huge volumes of food, delivered in small-order quantities to their different outlets, including more than 38,000 cases of chips each month. See: www.wincanton.co.uk/default.asp?Section=MS&Cat2=FOS

of origin. Suppliers say they do not know where food is from, and seem to be very slow in reacting to an increasing demand for information. One restaurant owner speculated that this may be exacerbated by wholesalers having little direct contact with consumers, unlike the restaurants.

Competition from unsustainable practices was widely regarded as being highly unfair - both for the companies who are adopting more ethical practices, and for the farmers, animals and the environment that stand to gain from an increasing interest in sustainability issues. Special frustration was reserved for large companies - supermarkets, wholesalers and centralised distribution operations being named as offenders - that bulk-buy foods, do not investigate provenance, and fail to pay fair prices to farmers. Such practices were seen as undermining work to make the whole food system more sustainable.

Restaurants reported on surprisingly little business support to help or encourage them to make more sustainable choices. As noted above, there was the strong sense that any work that had been undertaken was done in a spirit of ethical commitment and entrepreneurship, sometimes supported by not-for-profit organisations such as London Food Link, Friends of the Earth or the WorldWide Fund for Nature. Some restaurants had received basic advice on environmental themes generic to all businesses, such as energy efficiency and environmental waste management. However, very few had received tailored support for the specific and unique challenges presented by trying to support local and sustainable food systems. Having found few sources of such advice, most restaurants had taken it upon themselves to do the research, formulate the policies, make connections with local suppliers, and bear the costs of all the legwork and experimentation.

We did come across several restaurants that take their commitment to local or regional producers a stage further than most, and have established a permanent link with a particular piece of land. For example, Cru restaurant in Hoxton, East London, emphasises its use of food from particular farms and estates around Britain. As the restaurant's marketing materials explain, *"We source fresh organic poultry, game and meat from British suppliers that deliver weekly and include Longwood, Twelve Green Acres, Chapel Farms and the Buccleuch Estate in Scotland."*⁴⁴ Although we did not interview them for this research, we are also aware that the oldest restaurant in London, Rules, gets its meat from the Lartington game estate in the north of England and bases its marketing on this strong link to history and tradition. Such restaurants use their connection to the land to convey an inspirational and engaging story of food provenance; their websites show photographs of beautiful landscapes from where the food originates.

When we spoke to the owners of The House Pub & Dining Room in Canonbury, they told us that they have a long-term ambition to buy a farm that would grow food for sale in the restaurant. They too hope to be able to tell an inspirational story about the provenance of their food.

44 For information about the provenance of Cru's food, see: www.cru.uk.com/Pages/Food/1001.html

Farmers' markets - a place to make new contacts

Farmers' markets have become an increasingly popular way for Londoners to buy fresh, local produce in the heart of the city. They can also be a useful place for restaurateurs to make contact with new suppliers of distinctive local food. These markets are run by London Farmers' Markets, a small company that was set up to provide Londoners with fresh, local food, and to provide farmers with a good return for their work. All producers come from within 100 miles of the M25 and must raise, grow or bake everything they sell. London Farmers' Markets runs 15 such markets in London and estimates that these return around £3 million to the rural economy each year.

They report that many farmers are now establishing links with restaurants and other food outlets in London, selling to them directly. The markets provide the hub to make the journey into London more financially rewarding for small-scale producers. London Farmers' Markets estimates that at least half of the participating farmers would not now be in business if the London markets did not exist.

As Cheryl Cohen of London Farmers' Markets says, "Farmers' markets are an important meeting place, where producers and chefs can meet and discuss each other's needs. Supplying the markets is a useful outlet for local produce, and making this sort of connection with regular outlets can make a real difference to farmers, helping their businesses remain viable in the longer term." Cheryl reports that the connection between Keith Bennett of Chiltern Farm Foods and Oliver Rowe of the restaurant Konstam (both featured in this report) first began at a farmers' market.

See the London Farmers' Markets website at: www.lfm.org.uk or call: 020 7833 0338



Commentary and conclusions: *Entrepreneurial restaurant owners seem to have a natural affinity for small-scale and local producers, although this can pose challenges in terms of logistics and reliability of supply. They have the flexibility to deal with small suppliers and speciality products. Such entrepreneurial restaurants are often at the smaller end of the market, and so do not demand the large quantity of supply that might preclude small suppliers. The opportunity to 'tell a good story' about the provenance of food has been found to be beneficial for marketing purposes. Promoting local and sustainable produce to restaurants should incorporate strong marketing support, including information about distinctiveness and provenance, which in turn can be communicated to customers. There may also be scope for promoting local production of exotic speciality fruit, vegetables and herbs for the multi-cultural London food market, such as Namayasai producing Japanese vegetables from Lewes, Sussex.*⁴⁵

2.8 A question of scale

Buying food from a diversity of small-scale suppliers is a challenge, and requires time and effort, and a willingness to absorb the costs (both time and financial) of experimentation with menus and delivery systems. Some restaurant owners, such as at Konstam, Leon, the Duke of Cambridge and Rivington Grill and Bar had set out with a keen desire to use local suppliers right from the start, and saw investment of their time as a core contribution to the values, image and distinctive food quality of their menu. They work closely with their suppliers to control the cost of ingredients and ensure reliability of supply.

We observed that restaurants who have already established long-term trading with local suppliers benefit from a high level of trust and loyalty in their business relationships, resulting in economic resilience and what came across as a sense of pride and enjoyment. In turn, the restaurants provide a reliable market for sustainably harvested produce such as fish (a good example is Moshi Moshi, see page 44) and build this in to their marketing materials. Executive Chef Martin Halls at the Dorset Square Hotel said that they had been dealing with some of their current suppliers for 20 years or so. They always deliver on time, are regular, and the companies have a good relationship. However, they would like to see the Dorset suppliers coordinate their supplies better in order to minimise the amount of food transport.

Having engaged with the issues themselves with impressive commitment and attention to detail, many of the restaurant owners were in a good position to comment on possible solutions. Chop'd in Leadenhall Market, for example, had found that it was very difficult to deal with lots of different local suppliers - as a small business

⁴⁵ Namayasai is a small Sussex-based food-growing company growing Japanese vegetables for the London market of specialist restaurants and retailers. It features as a case study in the Recipe for a Greener Curry report, also published by London Food Link. See: www.sustainweb.org/page.php?id=62

themselves, they are already working at full stretch. However, because they are interested in using more sustainable food, they would find it very useful to deal with suppliers through some sort of coordinating body. The owner of Chop'd, Jasper Wight, considered that this could take the form of a mini market running alongside established ones, working to promote locally grown food and to manage administration such as arranging deliveries and invoices. Similarly, the Sausage & Mash Café, with three branches - in Islington, Spitalfields and Portobello Road - felt that to enable them to use more local food, supplies could be bought through a co-operative. This would make dealing with small-scale suppliers more feasible (see box on page opposite for more information).

Pret a Manger provides an interesting case study when discussing the question of scale. Pret opened in London in 1986 and has grown to about 150 shops, most of which are in the UK - mainly in London. The company now turns over roughly £150 million per year. Starting with a small deli in Victoria, Pret has developed long-term relationships with 53 suppliers over the years, and has helped some of the suppliers grow in tandem with the retailer, to maintain continuity of supply. For example, all cakes come from Kate's Cakes in Sussex, which has supplied Pret since 1986. Food Manager Ian Watson feels that Pret is different from other retailers in this respect because "We try to stabilise our relationship with suppliers - our priority is to establish a reliable supply of quality goods." They are also working with suppliers to increase the proportion of organic and Fairtrade ingredients.

With three outlets - in Islington, Spitalfields and the Portobello Road - the Sausage & Mash Café has taken a similar approach by working with regular suppliers since their launch four years ago. Their suppliers include Fentimans; Angel Bakery; PIE; and Hammersmith dairy; and as S&M has grown, Charlotte Corcodan (assistant manageress of the Islington branch) explains that they are gaining confidence and buying power, and seeking out new and innovative suppliers.

However, the question of scale was cast in a different light when we discussed the use of local suppliers with smaller and independent food outlets.

There were some smaller independent restaurants who had not found it convenient to make contact with many local suppliers. After finding that restaurants in their area were cautious about changing to local suppliers, in summer 2005 and 2006, Friends of the Earth Camden ran a local food fayre on West End Lane in Hampstead. It consisted of a farmers' market and promotion of locally grown produce in several neighbouring restaurants. Owners and chefs who had not previously looked in to sourcing local produce made new contacts, and tried out new recipes.

Sausage & Mash: a market for local comfort food?

At Sausage & Mash (S&M), simple 'comfort food' is sold with the catchphrase 'Come sad, leave happy'. S&M considers that there would be a good market for local food through its three outlets, as people like the idea of their sausages and mash being traditionally made. The manager at the Essex Road branch in Islington felt that customers would be prepared to pay a bit more for food with local provenance. But to make this viable, small-scale suppliers would need to collaborate to make prices, deliveries and account administration more suited to the restaurant trade.



After the trial period, the owner of The Gallery restaurant in West End Lane reported that he was interested in exploring the potential of local food, because this could provide an additional selling point for his gastropub. However, being new to the subject and an independent operator, he was also cautious about how easy it would be to find reliable supplies. Meanwhile, the chef from the neighbouring Sarracino Café felt that the local vegetables he had encountered through the scheme were not as uniform as those he was used to, which made him worry about consistency of supply.

On a more positive note, the neighbouring David's Deli, also in West End Lane, had found the local food trial a useful opportunity to build relationships with other food traders in the area. He said that he could see the value of collaborative promotional activities, to present the area as a good food destination. They already work closely with Walnut (the restaurant opposite), and recommend each other to their customers. He also reported on a very positive experience of working with a local cake-maker - "a one-lady business who makes everything from scratch at home and delivers to the shop herself" - she also talks to customers and develops products to meet their tastes and needs. In turn, the head chef at Walnut, Aidan Doyle said that he was very keen to use more local food and tried to reflect seasonality in his menus beyond the promotional week organised by Friends of the Earth.

We observe that notes of caution about dealing with many small-scale suppliers arose mainly from small independents operating in a highly competitive environment. For a start, although they tend to maintain a collaborative and friendly relationship with other small traders, many feel under severe threat from chain restaurants and national brands. The Turkish restaurant Bodrum Okabasi in Islington, for example, has seen the main shopping street (Upper Street) change dramatically over the 18 years it has been trading. Husseyin Derin, owner of Bodrum Okabasi, echoed the concerns of several of our interviewees operating in different areas of London. In Islington, he feels that support for independent food traders has given way to brands and fashion, with people prepared to spend several pounds on a coffee in a stylish café, yet questioning the similar cost of meat grown to high environmental or animal welfare standards in a family run restaurant. Rents have skyrocketed, and the area is being taken over by restaurant chains and bars.

In response to such trends, several of our interviewees discussed the idea that local authority retail planners and Town Centre Managers could do more to encourage and support smaller independent businesses - especially those promoting sustainability. For example, our interviews with several smaller food businesses confirmed that they are highly sensitive to increases in rents and rates, and are uncertain of what benefits they get in return. The manager of Waterloo Bar & Kitchen felt that the local authority could be more understanding of the needs of small food businesses which experience great fluctuations in trade. According to the restaurant, rents and rates in the Waterloo area are very steep, and the council required additional payments if restaurants seek to extend their potential to increase income, for example by charging higher rates if tables are set outside. Rising costs such as rents, rates and the Congestion Charge have also affected Cyrus Todiwala, executive chef of

Coordinating local suppliers through sustainable local food hubs

The Mayor's London Food Strategy identified the establishment of local food distribution and wholesaling infrastructure as an important way of establishing more effective and affordable distribution channels for producers and processors of all sizes.

To answer this need, the Food Strategy Unit of the London Development Agency (which will be implementing the London Food Strategy) has commissioned a feasibility study to look at developing a secondary food hub distribution system. This could operate in parallel to the mainstream distribution network and enable smaller farms to share resources and distribution mechanisms for mutual benefit and to gain access to the London market.

The feasibility study will advise on the extent to and ways in which a local food hub could potentially make a major contribution to a more sustainable London food system, providing economic, social and environmental benefits. The local food hub model seeks to improve the supply chain for local, regional and sustainable foods into London by diversifying supply chain structure for customers while improving the efficiency, quality, profitability and capacity of suppliers.

Such coordination could help to secure new markets for local produce by supplying food processors, public sector caterers, restaurants, hotels and others in London - helping these organisations to overcome the complexity of dealing with many small suppliers with different specialities, billing mechanisms and delivery times. Food hubs operating in other parts of the country have been able to help with coordinating supplies, making aggregated deliveries and providing invoicing services. East Anglia Food Link is involved in plans to develop a number of hubs in their region that would consolidate produce to be transported around the region and potentially delivered into London.

Potential hubs include co-operatively owned vegetable packhouses, abattoirs, wholesaler butchers, catering butchers and foodservice distributors, as well as new multi-product hubs. Between them they provide the means of supplying a wide range of products on a range of scales, from a few cases to truckloads. These proposals are being developed in tandem with the branding of the produce from its area (see box 39 for more information). This means that EAFL can be confident that the food supplied by these hubs has a clear local provenance as well as satisfying other sustainability criteria.

For updates on the London Food Strategy implementation, join London Food Link, www.sustainweb.org/page.php?id=62 or visit: www.lda.gov.uk/londonfood

Café Spice Namaste near Tower Hill, East London. He says that due to the Congestion Charge, the cost of ingredients from smaller suppliers has gone up. There are also logistical challenges for a busy restaurant to guarantee deliveries at appropriate times, since suppliers can only travel at certain times of day to avoid the Congestion Charge. However, Cyrus's strong commitment to using distinctive and local suppliers means that he has persevered.

The head chef at Blueprint Café in Shad Thames expressed an attitude that echoed with several of the independent eateries that participated in this research. He said that he felt that the local council could do more to promote diversity of food businesses, with an emphasis on cultural diversity, street food and local markets.

However, costs and planning problems notwithstanding, several of the smaller food businesses said that they would be interested in buying more sustainable food from small and local suppliers if the supplies were better organised; more reliable; if there was one place to buy it with good information available; or if there was support from some kind of collaborative effort, such as a food-buying co-operative or food hub (see box on page 35).

Commentary and conclusions: *Restaurants face special challenges in dealing with multiple suppliers, particularly when arranging deliveries, invoicing and ensuring reliability of supply. Several policy measures explored in the Mayor's Food Strategy could go a long way to address these concerns and open up new restaurant markets for sustainable local food. Tried-and-tested methods of local food promotion should be implemented, such as meet the producer events; provision of marketing material; and facilitated links between producers, chefs and caterers. However, more ambitious collaborative initiatives should also be pursued, such as encouraging producer networks, collection and delivery schemes for local food, work with wholesale markets to integrate local and sustainable food, and establishing sustainable food hubs in London to coordinate local supplies and provide services such as invoice management.*

We observe that restaurants and caterers are generally aware of environmental and other sustainability issues, but there is still a gap between awareness and action. This is largely due to the complexity of the issues, lack of information and time, and the challenge of working in isolation. Business support services, especially those seeking to improve the sustainability of London's commercial sector, should build on the work of London Sustainability Exchange's Greener Food project, through collaborative action on sustainability - especially to deal with issues such as recycling, food waste and composting. Local authorities should do more to make waste collection and recycling easier for restaurants.

2.9 The value of certification and brands

Using food that carries some form of sustainability certification offers food businesses the reassurance of controlled environmental and ethical standards throughout the supply chain, and a point of difference for the purposes of marketing the produce to customers. Restaurant attitudes to organic certified food are discussed above.

At the healthy fast food outlet Pod Foods in the City of London, Head of Operations Kate Skerrett says that she uses certified produce wherever possible. Some of their food and beverages are certified as organic, Fairtrade (see box below) or by the Rainforest Alliance.⁴⁶ At Café Spice Namaste, they appreciate the value of being able to tell customers about the credentials of the food by some form of certification or accreditation. The executive chef Cyrus Todiwala uses organic and free-range produce, and also finds the accreditation systems for halal and kosher useful to assure customers from Muslim and Jewish faiths that the food meets their religious dietary requirements. In 2007, Cyrus hopes to start using organic hand-pressed British rapeseed oil. Although more costly, he feels that this option "spells ethics, health, good farming, supporting the British Farmer directly, and much more".

Even where there was a strong commitment to using local suppliers and reducing food miles, several restaurant owners and chefs interviewed for this report took it as read that responsible food businesses should be using Fairtrade certified products wherever possible - especially high-value produce that is not grown in Europe, such as coffee, tea, bananas and chocolate - to support farmers in poorer countries around the world. However, several restaurant owners also expressed concern that the use of such Fairtrade products is still not routine in most food outlets across the capital, and welcomed promotional activities such as Fairtrade Fortnight⁴⁷ and media coverage of the issues, to generate greater consumer interest.

Certification was widely regarded as useful guidance for purchasing more sustainable produce, and a valuable tool for communicating the issues to customers. However, the specialist fish restaurant Moshi Moshi had found that the certification scheme for sustainable fish, the Marine Stewardship Council, was not well geared to helping small-scale and independent traders. Managing director of Moshi Moshi Caroline Bennett felt that the scheme had been designed largely with national retail chains and large-scale food manufacturers in mind. In effect, Moshi Moshi had been forced to resort to developing its own certification process, to ensure that fish has been caught in a way that excludes the most damaging fishing techniques, and minimises wasteful by-catch (see case study on page 44 for more details).

46 The aim of the Rainforest Alliance is "to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behaviour. Companies, cooperatives and landowners that participate in our programmes meet rigorous standards that conserve biodiversity and provide sustainable livelihoods." For more information, see: www.rainforest-alliance.org/programs/index.html

47 Fairtrade Fortnight is a period of promotional activity that is coordinated each year by the Fairtrade Foundation. In 2007, the fortnight took place from 26th February to 11th March. For more information, see: www.fairtrade.org.uk/get_involved_fairtrade_fortnight.htm

In addition, there is currently no recognised scheme to accredit local or sustainable supply chains. Several Food Link organisations do work with food businesses around the UK to facilitate links between local farmers and nearby caterers, food processors and restaurants.⁴⁸ London Food Link is one such organisation, which has worked with several of the restaurants named in this report to help them buy produce from local suppliers. Regional Food Groups funded by Regional Development Agencies are also active in many regions of the UK to promote local farmers and locally grown food, although none of the restaurants we interviewed for this report appeared to have received support from such organisations.

Commentary and conclusions: *Certification and local brands are useful to food businesses, to help them to identify sustainable produce reliably, and communicate the benefits to customers. However, due to the large number of different schemes, it can be challenging to assess the benefits and to trade off one against the other. There is now considerable interest among commercial and non-commercial organisations in creating local food*

The increasing demand for Fairtrade produce

As the Fairtrade Foundation website explains, *"The Fairtrade Mark is a label that appears on products as an independent guarantee that disadvantaged producers in the developing world are getting a better deal. For a product to display the Fairtrade Mark it must meet international Fairtrade standards. These standards are set by the international certification body Fairtrade Labelling Organisations International. Producer organisations that supply Fairtrade products are inspected and certified. They receive a minimum price that covers the cost of sustainable production and an extra premium that is invested in social or economic development projects."*

As interest in Fairtrade produce has grown, supported by government and development agency policy that favours 'trade not aid', so to has the list of foods and beverages that can now be bought that carry Fairtrade certification. The list now includes: bananas, citrus, coffee, cotton, tea, mangoes, sugar, fruit juice, dried fruit, honey, rice, snacks, chocolate and cocoa, wines and beers.

For more information about Fairtrade products, see: www.fairtrade.org.uk



48 Details of regional Food Links organisations are available via Food Links UK, which was established in 2002 as a network of organisations active in supporting the local food sector and working towards fairer, healthier, more sustainable local food systems. See: www.foodlinks-uk.org

A sustainable food brand for London?

One of the ideas being explored by the Food Strategy Unit of the London Development Agency (LDA), to help meet the objectives of the Mayor's London Food Strategy, is the creation of a provenance accreditation scheme to identify food grown locally to London and with sustainable production criteria. Although no name or accreditation system has yet been agreed, this could be called 'Local to London'. The desire is to create a tool to help differentiate and market local and sustainable produce for the London market, and support the planned work on sustainable food infrastructure in London (see page 35). East Anglia Food Link, an organisation with long experience of linking local food producers to new markets, is piloting a Certificate of Provenance within East Anglia that would meet the same criteria as Local to London, meaning that produce that had qualified for one could simply be relabelled with the other. This scheme would consider provenance and other issues around production methods, building on existing certification schemes such as Red Tractor, LEAF Marque or organic.

To find out more about developments of this nature, contact London Food Link, see: www.sustainweb.org. To find out more about East Anglia Food Link, see: www.eafl.org.uk



brands that also embody broader sustainability values such as environmental protection and animal welfare. A Local to London brand that represents sustainability could be beneficial, especially to a more mainstream market (although possibly less so to high-end restaurants who prefer unique and speciality products) and could help to support the work of London wholesalers and the proposed London sustainable food hubs. Such a brand would be an important, perhaps necessary development, in considering the development of a 'green' restaurant association (see section 2.11).

2.10 Communicating sustainability to customers

We were surprised to observe how little communication there was of sustainability principles to restaurant customers, even where local suppliers had been used or sustainable choices made (e.g. free range; organic or Fairtrade products). Some restaurants did give the information, but only on their websites for the most inquisitive of customers. Information about the environment or other sustainability considerations was rarely given on the menu or (in the case of caterers) at the point of sale.



Some of the restaurants we interviewed said that they felt their customers did not want to have environmental or social messages attached to the food when they eat out, and felt very cautious about attempting any such communication. One restaurant owner said, "We don't want to ram this down people's throats", even though the restaurant's buying policy was one of the more sustainable of our sample. Conversely, when asked about their conversations with customers, we were told by almost all of the interviewees that customers rarely ask about sustainability - the most common

questions are about the origin of meat and fish - i.e. whether it is free range, farmed or from the UK. In some restaurants, it seemed that customers were checking on quality and safety - especially in relation to beef. In upmarket restaurants, our impression was that an attitude of 'leave it all to the chef' prevailed, meaning that customers felt that choices had already been made on their behalf.

One or two of our interviewees were cautious about adopting a seasonal and local menu wholeheartedly. Such scepticism has a toehold in the restaurant trade, with a recent issue of *Restaurant Magazine* (March 2006) leading with a statement from the Editor questioning the focus on local and seasonal foods, and celebrating the use of out-of-season imported produce to "strengthen the larders" of chefs; and an article from former Merchant House chef Shaun Hill arguing that local and seasonal food are "buzzwords". However, the majority of our interviewees did seem to have a genuine interest in the values and quality that local and seasonal produce can offer. Mal Maison staff, for example, said they are finding that more customers ask about where their food

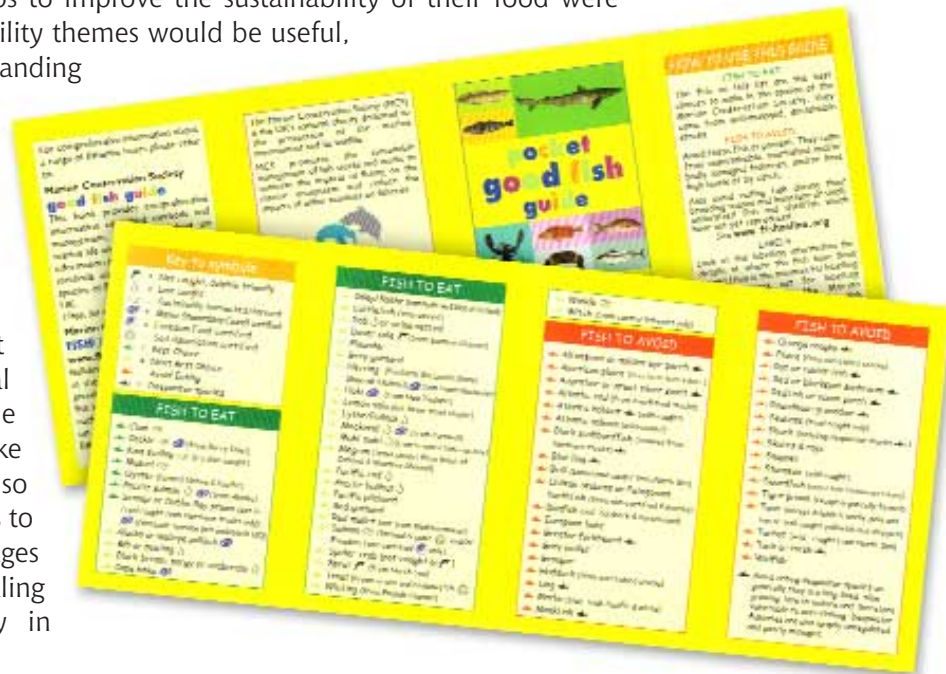
comes from. "Is it local?" is a common refrain. Indeed, this chimes with our overwhelming sense, at London Food Link, that the culture of eating out in London is undergoing a sea-change, even over the period of research for this report. There is growing media coverage of sustainability issues, and we are receiving an increasing number of enquiries from local food suppliers, restaurants and journalists.

It seemed that most of our interviewees felt that there was a balance of responsibility between customers and restaurant owners. Richard Hills of Tokyo Diner summed this feeling up well when he said that he believed the

majority of his customers would not want to eat a fish if its species faced extinction, but the majority were not aware of the problem and it is hard to expect customers to consider these issues. In contrast, he felt that it is the professional responsibility of the restaurant owner to make their purchases more sustainable. However, he also recognises that this is a two-way process; he believes the catering industry will not look into these issues until there is more customer pressure.

Such views are echoed by Harry Lester at the Anchor & Hope in Borough, South London. He feels that people expect Anchor & Hope to make the right choices on their behalf. Great trust is placed in a head chef. Similarly, Geetie Singh at the organic Duke of Cambridge pub said that she is surprised at how infrequently the customers ask questions about food and its provenance. She suggested that this may be because customers put a lot of trust in the pub and believe that they are doing what they say they are doing. At the Duke of Cambridge, sustainability principles are communicated on the blackboard menu, on cards on the tables, and elsewhere in the pub, and information is also available on the website. Geetie feels that this can help to make people more aware of sustainability, and how small things can help individuals to lead a more sustainable lifestyle. But all in all, the messages are fairly low key, because the focus is still on enjoyment, atmosphere and food quality.

Most restaurants who had taken steps to improve the sustainability of their food were agreed that publicity about sustainability themes would be useful, leading to a wider cultural understanding and appreciation on the broad range of social, economic and environmental benefits of sustainable food. In particular, Harry Lester felt that celebrity chefs could do a great deal of good by making greater play of using seasonal produce, and insisting on meat produced to high standards of animal welfare. Greater awareness of the problems that face us if we don't make more sustainable choices might also help. This would help ethical business to add value to their marketing messages by making sustainability more appealing and more likely to evoke loyalty in customers.



However, some of the restaurants we interviewed had decided not to wait for a mass cultural shift. They feel that the tide is already turning, and have integrated strands of sustainability into their brands and marketing - whether as simple steps such as buying Fairtrade products, or a more extensive review of their policies and practices. Acorn House, Anchor & Hope, Cru, Konstam, Moshi Moshi, Pod Foods, and Rivington Grill are all good examples, and several of these are discussed in more detail in case studies throughout this report. Interestingly, because each of these outlets had made a greater effort to communicate sustainability, they had also enjoyed greater numbers and depth of conversations with their customers about provenance. It seems that communication is therefore waiting to be unlocked. As Mark Gregory from One Aldwych hotel said, once he had arranged special promotion of local produce to his customers, they started to talk about the history of suppliers, asked a lot of questions, and reported that they had really enjoyed themselves.

Commentary and conclusions: *Restaurant owners feel that customers rarely ask about the provenance of their food, except in certain circumstances (especially meat), but that there is a growing interest. The handful of restaurants which have made an effort to communicate sustainability by creative means and by staff training find that this provokes engaged and interested conversation with their staff and customers. Restaurants should encourage greater creative communication of sustainability to customers, and training for their staff in provenance and sustainability issues.*

2.11 Is there a need for a sustainable logo or green restaurant association?

We asked interviewees what would help them to achieve their goals, and achieve greater sustainability in their products and practices. We discussed options such as the provision of a recognisable standard, logo or award, for display in the window. We also raised the possibility of a sustainable food trade association or green restaurant association, and discussed what sorts of activities would make serving more local and sustainable food more achievable.

As mentioned in several sections above, there was considerable enthusiasm for some form of collaborative activity on the part of small-scale food suppliers - to coordinate logistics such as deliveries and billing mechanisms and to offer good prices, variety and reliability.

Although many of the restaurants we spoke to can be characterised as highly independent, with a great pride in the individuality of their menus and ingredients, there was also enthusiasm for the idea of some form of collaborative activity between restaurants and caterers. Our interviewees suggested various ways in which

collaborative activity might be useful - perhaps events to share information; to coordinate waste management; to receive good deals on everyday supplies, perhaps through a buying co-operative; or to address certain issues in concert without being undermined by competition, such as moving away from popular but endangered fish species, and towards more use of sustainable fish.

The idea of practical help to address complex sustainability issues was also widely welcomed. Waste management, help unpicking green claims and identifying good practice, and connection with local suppliers were generally mentioned in this context.

There was also some interest in the idea of a logo or mark to denote participation in efforts to improve sustainability, although this was not seen as a priority by most of the restaurants we interviewed. This is particularly interesting in light of interviews with consumers, who thought that a logo or other communication tool might help them to make more informed choices about the sustainability of their food. There was support for sharing experiences of communicating sustainability issues to customers, and building confidence in this area - especially about the provenance of produce. Some restaurant and catering outlets felt that provenance was the most important issue to communicate, since it conveys the story of the food as well as reduced food miles and support for distinctive local and regional producers.

Commentary and conclusions: *As we went to print there has been a rise in interest in setting up local 'green' restaurant associations across the UK, with interest in Camden, Canterbury and Newcastle. Restaurants and caterers would generally be amenable to collaborative activities to address issues of common concern. Some form of association or encouragement of mutual support may be useful, especially to address waste management, to coordinate deliveries, and to share information about sustainability issues and good practice. Sustainable fish, waste management (e.g. composting and recycling collections) and coordinating local supplies may be suitable subjects to start with, although areas of work should be identified by participating restaurants themselves. In response to this we have set up the Ethical Eats network which will bring together restaurants, hotels, cafes and caterers to discuss specific sustainability issues, providing information on good practice and organising events around these issues. Encouraging restaurants to do more to communicate the provenance of their produce would be useful, and welcomed by both customers and producers. However this would mean a big step in administering and regularly checking the authenticity of the outlets' sustainability claims. To successfully publicise this association to the public, the association would need to operate at a national level, with strong branding and a high profile media presence. The Ethical Eats network will be investigating this issue at future events.*

Moshi Moshi

Three restaurants, in Liverpool Street and Canary Wharf, Central London (with one branch in Brighton), and a kiosk in Broadgate Circle.

With three sushi outlets in London and one in Brighton, Moshi Moshi demonstrates that it is possible to specialise in selling fish, whilst also achieving high ethical and environmental principles for the source of the fish, and how it is caught. In 2006, the restaurant chain won the Green Apple Award for sustainability, and was voted one of the top 50 restaurants in London by the BBC's *Olive* magazine.

We spoke to the Managing Director Caroline Bennett, and also to Malcolm MacGarvin, a fishery adviser for Greenpeace and WWF, who has helped Moshi Moshi to develop its environmental policy. Caroline described how Moshi Moshi is pioneering an innovative supply system, to fundamentally improve the sustainability of their fish purchases. The system involves working directly with fishermen, from ports around the UK. Caroline explained that most restaurants have little idea how long ago the fish was caught, and no reliable means for checking the method of catch, with few suppliers giving any of this kind of information. Since fishing methods are of critical importance to the sustainability of fish stocks, this makes it almost impossible for most restaurants to control the sustainability of the fish they sell.

Although an accreditation scheme exists for sustainable fisheries, run by the Marine Stewardship Council, Moshi Moshi has found that this is more geared to supplying supermarkets and large-scale processors rather than to smaller traders such as restaurants. In addition, Caroline and Malcolm noted with concern that there appears to have been little movement towards sustainable practices from the handful of suppliers who sell to a significant proportion of the London market.

Moshi Moshi has therefore devised its own system of ensuring that the fish that is used caught sustainably. By working directly with the fishermen, Moshi Moshi is able to support those fishermen who are catching in a more sustainable way, using day boats and small-scale gill-netters, and avoiding trawlers. Trawling can be a destructive method of fishing that indiscriminately destroys marine ecosystems and results in a great deal of wasteful bycatch. Instead, much of the Moshi Moshi fish at the time of the interview was from small-scale fisheries in Cornwall, reaching the Moshi Moshi restaurants within 24 hours of being caught.

To reduce bycatch, the restaurant buys what is caught by the boat, rather than specifying certain species. They also accept fish on a seasonal basis, to reflect both what is available and what is appropriate to eat at different times of the year. Caroline gets lists from each harbour of what is available in different months, in order to plan her menus in advance. A benefit of this approach is that Moshi Moshi is able to make use of under-utilised



species that might otherwise get thrown away. This also ensures a more reliable income for the fishermen. Moshi Moshi has found that customers are quite happy to try out different types of fish, and that such considerations lend themselves to imaginative and attractive menus.

In addition, Caroline feels that the use of fresh, whole, seasonal fish poses distinct challenges to a restaurant trade that has become used to having a year-round supply of fish that has often undergone basic processing before being delivered. At Moshi Moshi, 30% of the fish they buy are whole, but Caroline considers that many restaurants interested in sustainability can't take in whole fish as their chefs wouldn't know what to do with them.

With the system of purchasing fish from a small number of fishers, Caroline believes this model can be replicated with other groups of approximately five restaurants working with a small group of suppliers, rather than more people joining on to her existing supply chain, which would defeat some of the purposes of this relationship. London Food Link is now discussing with Caroline how to spread this to other interested restaurants, and this will be a future area of work for the Ethical Eats network (see recommendations on page X).

When asked about how they communicate sustainability issues to customers, Caroline said she felt that it would be easy to turn customers off by over-emphasis on the sustainability message. The restaurant offers products explicitly described as sustainable, such as the 'Clear Conscience' sushi set (see box), exemplifying Moshi Moshi's upbeat and positive messages about fish and sustainability. The Moshi Moshi website also features an environmental policy, and lots of detailed information about sustainable fishing methods and fish species. The restaurant also promotes its fresh and local vegetables, with an explicit statement that Moshi Moshi avoids airfreighted food, since airfreight is the most environmentally damaging method of food transport. However, Caroline also cautioned that customers do not want to be preached to, so the sustainability message is not prominent in the restaurants themselves.

Moshi Moshi sells quality fish with a clear conscience

With the strapline "Moshi Moshi, proud to be good for the environment", the restaurant chain's environmental policy is reproduced prominently on its website: "The world's fish stocks are in decline because of modern fishing practices and climate change. Moshi Moshi is at the forefront of the "Invest in Fish South West" campaign to change the way we catch and eat fish so as to protect fish stocks. We do not pay just lip service to environmental policies, they are at the heart of everything we do. We use sustainably farmed salmon from Loch Duart - a company we know well and whom our chefs have visited. We foster direct relationships with independent fishing families securing their livelihood whilst at the same time being able to guarantee our strict environmental policy. For example, we went to some lengths to find Chris Bean, a small scale fisherman, fishing off the Cornish coast. Chris operates a small day boat and catches a wide variety of local fish. Most fisherman go out to fish for a certain quantity of a species, which can often mean that they catch other lesser known fish, that either attain a lower price, or worse still, get discarded over the side of the boat as by-catch. Chris emails our chefs his catch before 3pm as he is heading back to shore, and we choose a selection of fish from his daily catch. As Chris does not target a specific species for us, we are helping to reduce the total number of fish taken from the sea, and also reduce discards, by using a variety of under-utilised species. We do all of this because we care." The restaurant offers incentives to customers to choose sustainable products, and promotes the products with ethical credentials, such as its 'Clear Conscience' sushi set.*

For more information about Moshi Moshi and its environment policy, see: www.moshimoshi.co.uk



* *Invest in Fish South West* is a three-year project led by the WorldWide Fund for Nature (WWF-UK), the National Federation of Fishermen's Organisations and Marks & Spencer. It aims to agree the measures needed to best sustain fish stocks within the region. Caroline Bennett, Managing Director of Moshi Moshi, sits on the steering group for this project. See: www.investinfish.org



Chapter 3: Conversations with London's restaurant customers

3.1 What we did

We set out to find out more about customer attitudes to sustainable food and, importantly, whether concerned customers had ever entered into any conversations with restaurant staff about the provenance of their food, to help stimulate a 'virtuous circle' of change towards sustainability. We also asked customers what they thought about what the restaurants could be doing to communicate sustainability, and whether they felt this would influence their choices.

Our consumer survey represents a snapshot of customer attitudes to sustainable food in London, gathered from street interviews and a questionnaire. The guidelines that our interviewers used to conduct this survey are shown in Appendix 2. We undertook surveys in four areas of London - Canary Wharf, Hampstead, Peckham and the Southbank (at a BBC Springwatch Fair in June 2006). In total, we interviewed 70 people across the four areas. Whilst we sought a wide range of respondents from different ethnic backgrounds, and undertook the surveys in the street to ensure that we did not focus on any one restaurant's clientele, we do not claim the survey to be representative of all Londoners. Other organisations such as the Institute for Grocery Distribution, Datamonitor, and Food from Britain have recently undertaken qualitative and quantitative research into consumer attitudes to sustainable food, cited elsewhere in this report, so we did not seek to repeat their research. Rather, we sought to inform and expand our understanding of attitudes to sustainability and eating out in London.

3.2 What we found

The following commentary explores some of the attitudes and behaviour reported by survey respondents. We do not give exact numbers, nor interpret these into percentages, because the size of our survey was not big enough to draw statistically significant conclusions, especially in a city as large and diverse as London. Rather, the responses helped to shape our conversations with restaurants, inform our commentary and, in tandem with quantitative research conducted by other organisations, to help us develop ideas on what support restaurants might need to improve the sustainability of their food and their communication with customers. Broadly, our observations are as follows.

"I don't ask questions about the food. It goes without saying that the food should be sustainable." Survey respondent, Southbank, June 2006

Customers buy sustainable produce in the supermarket

About three-quarters of the people we surveyed said that they were interested enough in one or more sustainability-related issue to buy seasonal, local or organic produce in the supermarket; to choose animal products grown to high standards of animal welfare, or to buy Fairtrade-certified products. Animal welfare accredited products (e.g. free-range eggs), local food and Fairtrade products were narrowly the most popular choice, with a roughly even spread of people saying that they were interested in buying products representing the other issues prompted by the surveyor. Despite the fact that many of our interviewees either did not recognise or understand the broad term 'sustainability' until it was explained by the surveyor, they were familiar with aspects of sustainable food, and only a handful of people were unfamiliar with the issues, or the different types of sustainable food described.

Customers sometimes think about sustainability when choosing a restaurant

We then asked about people's attitudes to restaurant food. About half of the people we spoke to said that they consider sustainability-related or ethical issues when they are choosing a place to eat, but to a lesser degree than when they are grocery shopping. No particular issue stood out as more important to respondents than the others, but a range of issues were considered of concern, including: use of fresh and local produce, seasonality, organic food, animal welfare and fair trade. A few respondents also said that they looked to see whether or not meat products had been accredited as halal or kosher.

A significant minority people said that when choosing somewhere to eat, they looked for signs that these sorts of issues had been taken into account by the restaurant. Interestingly, they found the information without asking the restaurant staff, meaning there was little opportunity for the restaurant to hear about these diners' preferences. People might find the information on the menu outside the restaurant, on the restaurant's website, or it might have been reported to them by another diner by word of mouth. When presented with a choice of restaurants, such considerations might sway their decision. However, several also acknowledged that other factors were also important, such as location, atmosphere, décor and cost.

Customers do not mention sustainability to the restaurant staff

Once over the threshold of the restaurant, only a handful of the people we spoke to said that they asked for anything more than basic information about the food. For the majority of people we spoke to, their main concern when eating out is that the food tastes great, is fresh and is of a high standard. As one survey respondent on the Southbank put it, *"People view eating out as an occasional treat, and are more concerned with taste. It's not part of the culture of eating out to ask questions - people go out to enjoy the experience."* However, although people generally reported eating out as "an occasional treat" evidence would suggest that UK households are spending more money on eating out than buying food to eat at home. Almost half of our food is now prepared by other people, of which the most significant part is eaten outside the home. This suggests a discrepancy between people's perceptions of their habits and the reality - probably due to the fact that they may not report on everyday snacks and sandwich lunches.

Many said they did not seem to consider the food that they eat out in the same way as when they prepare it at home. They thought that this might be for a variety of reasons.

For a start, convenience is a key factor when eating out. People want somewhere that provides good food without any complications. Some thought that with such busy lifestyles, people might not want to worry about anything beyond convenience - especially when choosing food in a lunchbreak, when time is of the essence.

Some people said that they felt rather embarrassed about the idea of questioning the food quality, almost as if they were eating at someone else's house. As one survey respondent in Peckham said, *"It's not your kitchen, so you don't want to be rude by asking. You might cause offence."* Several reported that they *"Don't want to be a nuisance."* Further, when they are eating out with friends, it is a social occasion, and some people said they did not want to appear to be making a fuss; when with friends, enjoyment, atmosphere and sociability were the most important things to focus on. As an interviewee in Canary Wharf explained, *"Eating out is usually a social activity, and people just want a break. So even if people consider these issues when they buy their groceries, they treat going out as a one-off, and as long as the food tastes good, it doesn't matter where it comes from."* A survey respondent on the Southbank concurred: *"I only eat out with friends. It gets embarrassing to ask too many questions about the food when you're with your friends. They think I'm always making a fuss."*

"People don't ask about where food comes from because of the English mentality; we don't want to make a fuss and be seen as a nightmare customer!"

Survey respondent, Hampstead, June 2006

Another interviewee in Hampstead had a more pragmatic view about what happens to questions of sustainability in a social setting: *"People don't think about the environment when they're out. Alcohol impairs their judgement!"*

A significant minority said that they didn't care where food comes from, as long as it tastes good, and seemed not to be interested in the sustainability issues raised by the surveyor. Particularly in Peckham, the surveyor found it hard work to engage with such respondents, who found the questions largely irrelevant to their food choices.

However, a similarly significant minority of people said that they might be inclined to be more interested in food sustainability if more options were presented in restaurants; currently there is little opportunity to exercise choice. As one interviewee in Canary Wharf said, *"You are presented with choice when you buy your groceries; this choice is rarely presented when you eat out."*

Many restaurants do not give information about food provenance

The fact that many restaurants do not give the opportunity for customers to find out more about their food was of concern to a majority of the people we talked to. Most people felt that provenance information would be interesting in its own right, but also give them a greater sense of the quality of their food. As one survey respondent in Canary Wharf said, *"When restaurants advertise, they should include information about where their food is coming from."* A respondent in Hampstead echoed this feeling, saying, *"Information about food miles should be provided."* But currently, the information is all but invisible. And given the apparent reticence of people to ask more questions, little dialogue on sustainability issues is likely to take place between customers and restaurant owners without some kind of impetus to do so. As an interviewee on the Southbank said, *"Unless prompted it is not something people really think about."* A respondent in Canary Wharf explained, *"Out of sight, out of mind! When you go shopping, you are presented with these issues. Perhaps if there was more information about the origin of the foods in restaurants, people would be more likely to consider asking about it."*

However, those customers who had swallowed their reticence and made enquiries about food provenance had an interesting story to tell. A few said they had received satisfactory answers to their questions - usually about the source of meat. A few were told that information was not available and that they would have to write to the manager. One lady from Peckham said that she always asks about whether the restaurant uses organic ingredients. *"I usually get a negative response - the waitresses don't know and they make me feel like I am asking too many questions."* Some said they had been given information that they thought was rather suspect - they were not sure that it had been accurate.

A handful of customers in our survey had a principled and practised habit of asking about the source of their food. A few said that they always asked if, for example, the coffee is Fairtrade or the eggs free range. These customers said that they opt to reject the food if it does not fulfil these basic credentials.

People put their trust in the restaurant owner

One reason that customers may not engage with restaurants on sustainability issues came up many times among the people we talked to, and is summarised well by an interviewee from Hampstead: *"People do not feel that the source of the food is their responsibility, but the responsibility of the restaurant owner."* An interviewee in Canary Wharf echoed this view: *"When people eat out they feel they put the responsibility of the food they are eating, in the hands of the restaurant. There is a certain assumption about the quality and standard of the food."* Another interviewee, also in Canary Wharf said that *"People tend to worry more about food they prepare themselves. When they go out to eat, they feel it is out of their hands and just easier not to think about it."*

Some felt that if the restaurant took the lead, then the customers might follow. A respondent from Hampstead considered that, *"If restaurants served organic food and customers found it displayed on menus, people might actually opt for it."*



The Duke of Cambridge

The Duke of Cambridge in Islington, North London, is run by Sloeberry Trading

The Duke of Cambridge is proudly described as the world's first (and only) certified organic pub, opened in December 1998. It has a restaurant area where all the food served is organic and likewise in the bar, all the beverages are organic, including a wide range of beers, wines (over 50 varieties) and other drinks such as organic ciders and fruit juices.

Geetie Singh, the founder and managing director, had been working in the restaurant trade for a decade, and always knew that setting up an ethical food business was what she wanted to do. She grew up in a community in Worcestershire that was completely self-sufficient - food ethics and food politics featured in everyday conversation and was part of the founding philosophy for the communal living. Geetie feels that it was therefore instinctive for her to apply these values to her business, and she would not want it any other way.

Geetie has found that running a gastropub in London has particular challenges: for customers, there is just so much choice, meaning that there is great competition between restaurants; but operating in London also provides lots of opportunities for getting coverage in the media - marketing is about good storytelling, and sustainability and using local suppliers is a great story to tell. However, this leaves no room for complacency - top-end restaurants thrive on hard work, vibrancy and food quality. Having a unique selling point such as being organic is clearly beneficial in this environment, although this is not the key reason why Geetie chose the organic route.

The Duke of Cambridge has a fair number of suppliers, providing a wide range of fresh produce. Pretty much everything is cooked from scratch on site - only some ready-made condiments are bought in. Geetie thought that they probably deal with a larger number of different suppliers than most mainstream outlets, but that this was a characteristic of restaurants interested in the provenance of food. The majority of the suppliers are Soil Association organic certified, and many have been working with the Duke of Cambridge since it opened. Others have been added to the list if they offer distinctive speciality products. Some of these are not organic certified, so Geetie works closely with them to ensure that they maintain appropriate environmental and food standards.

Geetie finds it a challenge to balance a desire to sell local produce with their core commitment to selling organic food, since there is not always sufficient supply of local organic food to meet demand. They always try to buy food grown as locally as possible. The suppliers understand this, and support the principles. For example, Sunnyfields Organic has been very reliable, getting produce predominantly from Britain; and sometimes France or Holland. They do not accept any produce that has been imported by airfreight.

CAVES / GRANISÉ BABY / CANALD NERO +
4EM + FACLET SPINACH

- APPLE, ALMOND + RAISIN CRUMBLE w/ CREAM
 - RHUBARB + HAZELNUT FOOL
 - ROAST NECTARINE, MACARON + RASPBERRY CUSTARD
 - CHOCOLATE + MINT w/ VANILLA MASCARPONE
- CHEESE @ 8.00 - MEMBERT / COMTE } 6-
- DESSERT SERVED TIL 4PM.





One area into which Geetie and her team have put considerable effort is their sustainable fish policy, which has been approved by the Marine Conservation Society (MCS). They had to try out a number of fish suppliers over the years to ensure that they could ensure reliable supplies that meet their stringent criteria. Now they use Ben's Fish, who adhere to a system run by the Marine Stewardship Council (MSC).*

Geetie observes that, recently, there have been more fish

suppliers emerging who are really thinking about provenance and sustainability. It seems to be a trend; there has been general improvement with all types of suppliers. Sustainability issues are becoming more of an issue for restaurants, and as a result they are demanding more from their suppliers.

One of the biggest challenges is training chefs to reassess how they approach the job of food purchasing. Geetie explains that it usually takes a while to work with new chefs to help them understand the concept of sustainability. But when they do, they embrace it. Her current head chef is very interested in food provenance and the principles of the Duke of Cambridge. She finds it especially rewarding to work with staff who were not previously familiar with sustainability, and to work with them to develop their understanding. "It's inspiring to see the change in them," she says.

What surprises Geetie is how infrequently the customers ask questions about food and its provenance. She feels this may be because customers put a lot of trust in the pub and believe that they are doing what they say they are doing. Someone once suggested that the pub should put up a large board saying "The Only 100% Organic Pub in the World"; Geetie thought this would be vulgar, and too overdone. Instead, sustainability principles are communicated on the blackboard menu, on cards on the tables, and elsewhere in the pub, and information is also available on the website. But all in all, the messages are fairly low key, because the focus is still on enjoyment, atmosphere and food quality. At first, they did not put signs on the table, but decided to do so to help people understand the extent of green and ethical action going on behind the scenes. Geetie also feels that this can help to make people more aware of sustainability, and how small things can help individuals to lead a more sustainable lifestyle.

Looking to the future, Geetie feels that there will be ever greater emphasis on the provenance of food within the restaurant sector - local food and sustainability will be key. It is important in its own right, but it has also become very fashionable. She expects there to be more and more interest in these issues over the coming years.

* The Marine Stewardship Council runs a certification scheme for sustainable fisheries. For more information, see: www.msc.org

The Duke of Cambridge puts words into action

At the Duke of Cambridge gastropub in Islington, North London, the company values and buying policy are communicated to customers within the restaurant and on their website. The policies are as follows:

Buying Policy

- Transportation causes environmental damage so we aim to source as locally as possible.
- We never use airfreight.
- All of our meat comes from Southern England.
- All of our beer is brewed in (or close to) London, apart from Freedom Lager which is brewed in Germany and imported by train.
- We aim to always use seasonal fruit and vegetables.
- All of our suppliers are small independent companies; we do not source from any multi nationals.
- All of our tea, coffee, sugar and chocolate are Fairtrade.
- We purify our water on the premises in order to eliminate 'water miles' and minimise glass wastage.
- Wherever possible we do not buy packaged goods - this is why we don't stock crisps!

Energy Policy

- The electricity at all our pubs is wind and solar generated and purchased through Good Energy.
- We monitor our energy use and try to reduce whenever we can.
- Our cleaning products contain a minimum of harmful chemicals.
- We recycle, re-use and 'don't use' wherever possible, including building materials and furniture, paper, cardboard, wood, corks and glass (soon to include kitchen waste).

Fish Policy

- Given the horrendous environmental damage caused by commercial fishing we have developed a set of standards to use when buying fish. It is the first policy of its kind to be approved by The Marine Conservation Society. The policy is based on sourcing non-depleted stocks and using sustainable fishing methods.
- The majority of our fish comes from the South West Coast, this encourages diversification towards species that would otherwise be discarded, relieves pressure on over fished species and supports local fishing communities. For further details on our fish sourcing policy, please [click here](#).

"I believe businesses must act responsibly and with a moral code of conduct. Businesses must be driven by strong values and a sense of their contribution and impact on society, not just by money, growth and greed. Our business is ethical as well as profitable." Geetie Singh, founder and managing director, Duke of Cambridge

To see the Duke of Cambridge website, visit: www.sloeberry.co.uk

Pod Foods

London Wall, The City of London

Pod Foods is a lunchtime food provider and catering company that specialises in wholesome food made using fresh, seasonal and organic ingredients. It also supplies fairly traded organic coffee certified by the Rainforest Alliance, uses free-range eggs and uses biodegradable packaging for its products. London's Evening Standard newspaper recently named Pod as one of the *"top five movers and shakers in London's healthy fast food market"*.*

Pod opened in October 2005 after Kate Skerritt identified a niche for fresh and healthy foods, realising that customers were no longer satisfied by the dominance of chain food outlets selling unhealthy food, and *"food without a conscience"*.

The main suppliers have been working with Pod right from the beginning, and loyalty has built up between them. Pod recognises the benefits of using well-known brands, and values the assurance and credibility given by organic, free-range and Fairtrade certification. On the health front, everything they sell is low fat, even the cakes, and they avoid unnecessary additives.

Becoming established has been a struggle. It is a hugely competitive market, and rents in the central London area are very high. It has been hard to find suppliers to provide recyclable packaging, especially plastics; and sometimes customers have been unwilling to accept environmental options, such as forks made of wood instead of plastic. Pod has also faced challenges with dealing with its own waste, as the local council does not seem especially interested in environmental matters, so has not been supportive. However, there is also a plus side in that Pod gets lots of customers, it has been easy to hire staff, and there are lots of choices for food distribution.

Customers have been very responsive to Pod's commitment to health and sustainability. They frequently ask if products are organic or free-range, although seem less interested to know if the food has been grown or produced locally. Kate commented that people should be supporting healthy and sustainably produced food, but that more education was needed on what terms such as 'organic' actually mean. Indeed, she felt that in particular, people do not understand the notion of seasonality, as they have become used to having anything they want, all year round. Eating habits will have to change, and so will food education.

Pod is confident that its approach is successful and has the potential to grow. They plan to open branches in new locations shortly.

* From the Pod website: www.podfood.co.uk - viewed September 2006



Pod equates sustainability with premium quality and health

Pod Foods' marketing emphasises the freshness and seasonality of its sustainable ingredients, linking these attributes to premium quality and health. Marketing materials such as Pod's website state: "Pod serves delicious, premium quality, nutritious food fast. Pod food is responsibly sourced and fairly priced as well as freshly made using fresh ingredients producing tasty seasonal flavours. The menu changes all the time depending on what's in season."

From the Pod website: www.podfood.co.uk



Chapter 4: Seven specialists commenting on London's food system

4.1 Academy of Culinary Arts

We spoke to Sara Jayne Stanes, Director of the Academy of Culinary Arts, food writer and author of the award-winning *Chocolate: the Definitive Guide*.

The Academy of Culinary Arts was established 25 years ago, as a professional association of head chefs, restaurant managers and quality suppliers. The Academy's principal function is to promote public awareness and appreciation of the highest standards of food, cooking and service by example and education. A vital element of this is a commitment to good practice, and to the highest standards of food provenance and food quality. A second and most important objective is to attract young people into the industry and to motivate them through intensive training.

The Specialised Chefs programme is designed for young people who wish to train as chefs under the supervision of some of the industry's leading craftsmen and women. These courses are run at Thames Valley University in west London and at Bournemouth and Poole College. From 2007, the courses will also be run in Birmingham and Blackpool. Around one third of the students are sent from restaurants, and two-thirds enrol independently; 20 to 30 graduate every year. Recent courses have been sponsored by Waitrose, who are keen to introduce the young chefs to some of their farms.

Sara Jayne Stanes feels that there needs to be much more training available. Over the last 20 years or so, her view is that the National Vocational Qualification (NVQ) has created a hotch-potch system of independent bits of training, shifting the focus from the college and more onto mentors who work with students in the workplace. This means that the training depends more on the quality and individual knowledge of the mentors, so the qualifications are less standardised across different establishments.

There was a lull in interest in catering training in the 1990s, but this has picked up again in response to the TV coverage of food. However, over the past few years there were a number of instances of parents taking their sons and daughters out of college because of the violence, bad language and bad behaviour that they saw in some TV kitchens.

Sara Jayne stressed the vital importance of food being part of the curriculum for children at school: not just home economics; not just cooking; but understanding where food comes from, how it grows, and the economic, environmental and political issues around it. Food can be a way into teaching many other subjects, and can help children to make connections with those subjects through things they can relate to and enjoy. The Academy of Culinary Arts runs an 'adopt a school' campaign - now working with over 300 schools across the country - where chefs make links with schools and do some teaching about food, including some elements of sustainability.

Asked to comment on recent trends in the restaurant sector, Sara Jayne said that she has observed that accountants moved in to many restaurants in the 90s, with a controlling hand on the purse strings. It became harder for chefs to buy directly from the farmer or grower. The accountants preferred fewer invoices, so this led to more consolidation through suppliers, particularly in big hotel groups in London. She commented that in the big chain operations, the chef's hands are tied. Only family-run hotels seem able to care more about food provenance. High-profile campaigns such as 'The Mutton Renaissance', led by the Prince of Wales after foot and mouth disease decimated the nation's livestock, has helped the industry to diversify. Such schemes have helped to reconnect the food chain.

Looking to the future, it is difficult to see what will happen next. For Sara Jayne, the trends so far suggest that the gap between chefs and farmers and butchers and farmers will continue to narrow. Provenance is of growing importance. What may have started as a gimmick is now beginning to catch on. Sara Jayne estimates that approximately three-quarters of Academy members are concerned about provenance, with many using organic food at home. The remainder tend to be older members, stuck in their ways. Many of their chefs are against genetic modification of food, and Sara Jayne has witnessed growing interest in sustainable fish. The main thing that Sara Jayne would like to see is chefs putting food provenance on menus to help raise awareness about the sustainability of food.

Academy of Culinary Arts

53 Cavendish Road, London SW12 0BL

Web: www.academyofculinaryarts.org.uk

4.2 Hoxton Asian and Oriental School of Catering

We spoke to Damien Nolan, Managing Director of the Hoxton Asian and Oriental School of Catering, which trains 120 people a year and works with 300 restaurants and staff.

As one of the first schools dedicated to Asian and Oriental food, the Hoxton Asian and Oriental School of Catering (AOSC) works with people who have a professional or amateur interest in cooking good food. For food businesses, it can provide a range of information and practical advice in areas from food preparation and cooking to the development and accreditation of managers, chefs and restaurant staff.

The school can offer training on the job for those already in employment, or train people from scratch in its own fully operational Training Restaurant. Individuals registering for courses have access to a range of services from classroom-based activities to demonstrations and experience in the restaurant itself. The School is dedicated to providing quality training and developing materials which ensure fair and equal access to all.

All participants have the opportunity to work towards accredited qualifications if appropriate, for example competence-based National Vocational Qualifications or other recognised schemes such as City & Guilds. Other options include opportunities to qualify for nationally recognised Basic Food Hygiene, First Aid and Health & Safety certificates.

Restaurants can send staff on an AOSC course on recommendation via an organisation such as the environmental health department of the local authority. The School takes 120 people on full-time courses each year, working with over 300 restaurants. It is also working with around 1,500 people on other catering programmes in London at any one time. Managing director Damien Nolan reports that demand for catering training hugely outweighs supply.

When the AOSC designs courses, it tries to reflect what the market demands. Recently there have been more requests relating to nutrition, which Damien feels is in response to health trends and widespread media coverage of issues such as obesity. A lot of the bigger businesses now want to be seen to be tackling such problems, seeing this as a way to stay competitive.

Damien observes that the catering trade has become more and more competitive over recent years. Customers are more discerning, and have greater expectations of the food and service industries. As a result, there is more pressure on the labour market. There is also significantly more legislation governing the sector. Damien can identify 47 new pieces of legislation that have affected the industry in just one year, ranging from food safety to waste management. He observes that this puts a huge pressure on small businesses, particularly in London.



It is Damien's observation that the current NVQ qualifications teach people how to cook, but have little to say about wider issues relating to health or sustainability. He is therefore very much in favour of better food education in schools. He recognises that this cannot change everyone's eating habits, but it could help to break the cycle of unhealthy relationships with food. We have a generation of children growing up whose parents do not know how to teach them to cook. They are therefore unable to put the simplest advice into practice, such as cooking fresh vegetables from scratch. As Damien says, *"There is a great need to have practical lessons and food lessons in local neighbourhoods and for all ages, to help communities and to strengthen the skills and knowledge for our future workforce."*

Supermarkets have stepped into the breach and their processed foods now dominate, fuelling the move away from cooking and towards convenience food, and food eaten outside the home. Damien considers that it is vital that we teach children how to eat again, using fresh produce, with skills instilled in a social environment. *"Children need to have certain planks in life, consistencies,"* he says. *"Things are beginning to change, but what damage has been done in the meantime?"* It would also be useful for the National Curriculum to help make food and food preparation more appealing - it is an ideal opportunity for fun, hands-on learning.

Children educated about food from a young age will be more discerning in adult life and will put more pressure on the marketplace. However, at the moment, especially in London, glamour, brands and celebrity dominate the lives of young people. In the food sector, price and taste are still the main factors in someone's decisions.

Thankfully, sustainability is beginning to take hold in catering training. A new practical project involving Hoxton AOSC called *Greener Food* has recently begun, co-ordinated by London Sustainability Exchange (LSx), and partnered by London Food Link. The project will look at ways to tailor sustainability advice for the catering sector and highlight the costs that can be saved for food businesses, beyond the generic energy efficiency and waste management advice already available. Damien would like to see targeted advice for food businesses that takes into account different ethnic priorities and budgets. For small and start-up businesses, there are so many competing demands that they need a helping hand to assess which are the most important (and cost-effective) actions to take.

Ultimately, it is about how much we care about our food and sustainability. A lot of public money goes into cultural life in London, such as theatres and the arts. For Damien, food is just as important a feature of London culture, and therefore deserves public investment. This should be directed towards ensuring that food reflects London's diversity; that food supply chains support local suppliers; that local farmers gain access to reliable markets; and that school-children and young people receive appropriate training in buying and preparing fresh, wholesome, sustainable food.

The Asian and Oriental School of Catering

Hackney Community College, Falkirk Street, London, N1 6HQ

Web: www.spice-train.com

4.3 Chartered Institute of Environmental Health

We spoke to Sharon Smith, London Policy Officer for the Chartered Institute for Environmental Health, which is a non-governmental organisation that represents and supports the environmental health profession.

Working across the UK, in local authorities around the country, Environmental Health Practitioners (EHPs) enforce food safety, health and safety, pollution and environmental control and public health/wellbeing. This can also include supportive work around nutrition and food allergies, waste recycling and licensing for instance. EHPs are represented and supported in this work by the Chartered Institute for Environmental Health (CIEH).

Sharon Smith, the London Policy Officer for CIEH, explains that the organisation and Environmental Health Practitioners have a very wide remit. This varies depending on different priorities within each of the London boroughs, their capacity, and how they implement their programmes of work. Generally, EHPs have a mixture of enforcement, prevention and education roles (including training courses); they are among the few people who have the right to walk in and inspect a property and have close relationships with local food businesses.

Sharon's position is new, and her task is to coordinate activities, experience and policies between EHOs working with London local authorities. She works with other regional partners such as the Association of London Environmental Health Managers (within which is the London Food Coordinating Group LFCCG). The LFCCG are responsible for developing food safety strategy for London boroughs and link with all Environmental Health practitioners working with food service providers in the Capital.

From current records it is estimated that there are 77,000 food businesses across London, and it is a very active and mobile sector. For example, in one borough, there were over 330 new food businesses started within a year. It is not unusual for London boroughs to experience 30% turn over in food premises. A new campaign commonly known as 'Scores on the Doors' is currently being developed. In response to the increasing demand of consumers to know more about places they eat. The scheme is based on a relative ranking system that gives each premises a rating based on the most recent inspection. In London the scheme includes 5 Stars and a no star rating and is based on compliance with the food safety law. The London scheme is expected to be launched on April 2007 and will be using the London Connects website. Similar schemes are operating in other Council areas around the UK.⁴⁹ These schemes provide information in a readily understandable and accessible format

49 Scores on the Doors publishes a food businesses database which provides information gathered in the course of inspections carried out in accordance with the Food Safety Act, Regulations and Codes of Practice. For information about the scheme, see: www.scoresonthedoors.org.uk

while helping to drive up food safety standards. This is important in London where food poisoning (particularly Salmonella) continues to rise.. The CIEH together with other regional partners, are looking at other ways to support this field and EHPs will be undertaking training in nutrition in preparation for developing perhaps wider schemes towards a food safety plan for the Olympics.

Some boroughs in London are also running the DTI pilot Retail Enforcement programme for retailers, reducing the number of contacts that businesses have with key professions such as Trading Standards, fire safety officers and environmental health. The aim is to provide just one port of call for inspections, support and follow-up. Such work is being developed at a time when government would like to move towards a 'lighter' regulatory approach to business. However, there is additional legislation evolving around public health, and in future for sustainability controls. London has recently been involved in implementing the Food Standard Agency Safer Food Better Business project for business and have been able to offer free training and coaching (one to one) sessions as part of the programme.

Public health concerns, for example, have led to interest in examining sugar, fat, salt and other ingredients in foods. Some local authorities are helping businesses offer nutritionally balanced menus through schemes such as the Heartbeat awards for healthier eating.⁵⁰ EHPs can also take food samples coordinated across London, and can theme them to get a snapshot of current practice in particular sectors - for example the amount of fat and type of meat found in sausages.

CIEH is also keen to support sustainability for food businesses; for example, it has been working in partnership with Thames Water to deal with problems of fats, oils and greases (FOGs). These are the main cause of blockages in sewers and can often be from food businesses disposing of used cooking oil down drains. Thames Water identifies hotspots across London, and with joint visits with EHPs offers education and advice to help clean up the businesses. Transport for London and SELTRANS is currently piloting a scheme using waste oil as biodiesel for local authority transport fuel in south London.⁵¹

On broader sustainability themes, enforcement officers could become engaged in checking if food outlets are serving up what they say they are - e.g. certified produce like organic, Fairtrade and Marine Stewardship Council certified fish. Richmond is one example where the EHP has been examining the use of organic certification locally. Trading Standards Officers often become involved in food labelling and description issues.

50 For details of the Heartbeat Award and other similar schemes, see the Food Standards Agency's *Food Vision* website: www.foodvision.gov.uk/pages/hygiene-and-healthy-eating-award - see also page 90

51 The Biodiesel Initiative for Sustainable Transport from Recycled Oil (BISTRO) is a Seltrans project, hosted by the London Borough of Bromley. The main project sponsor is Transport for London. Seltrans is a partnership of the seven South East London Boroughs (Bexley, Bromley, Croydon, Greenwich, Lambeth, Lewisham and Southwark), led by the London Borough of Bromley. For further details, see: www.bromley.gov.uk/news/newsarchive2005/oct2005/New+scheme+turns+used+cooking+oil+into+diesel.htm

London CIEH is committed to supporting the greening of food businesses and will seek to contribute to regional projects on this issue. Food safety should still remain a public health priority. However, there are always opportunities to support work that meets many cross-cutting objectives. For example, management of food waste is important for pest control; but doing so with sustainability in mind could also result in less waste being sent to landfill, where it would otherwise become a major source of greenhouse gas emissions. Integration of such issues would therefore be an advantage.

Chartered Institute of Environmental Health

Chadwick Court, 15 Hatfields, London SE1 8DJ

web: www.cieh.org

4.4 Chiltern Farm Foods

We spoke to Keith Bennett, a meat and game supplier to the London restaurant trade, whose farm is just 25 miles from Trafalgar Square in Central London, yet is situated in an Area of Outstanding Natural Beauty in the Chiltern Hills.

Keith and Elizabeth Bennett have run Chiltern Farm Foods, a food supplier based at Stockings Farm, for the past five years. This is a mixed arable and livestock farm set in the Chiltern Hills in a designated Area of Outstanding Natural Beauty that is situated just 25 miles from Trafalgar Square in Central London. On the farm, pigs and sheep are traditionally reared and fed natural diets free from antibiotics, artificial hormones and growth promoters. The farm also has its own game shoot. Lamb and pork cuts, burgers, sausages, cured pork products and game are all available.

Chiltern Farm Foods supplies ten restaurants and caterers in London, including the Clerkenwell Kitchen, Hand Made Foods and Konstam (featured in this report, see page 78). As manager Keith Bennett explained, they had supplied the Hand Made Foods caterer for several years, but a growing interest in UK-produced high quality food has seen an upswing in their London trade.

Keith coordinates deliveries to restaurants such as Konstam. Other local farmers deliver their goods to him, and he then makes a single delivery to Konstam on Thursdays. The order includes Chiltern's own meat and game; with dairy, goat's cheese and vegetables from three other suppliers. He has found that by supplying the restaurant trade they can have access to a growing market and he enjoys the company of restaurant owners and their passion for good food. In addition, people who eat at Konstam are now coming to Keith's stall at the Gerrard's Cross Farmers' Market, which gives another link to his activities, and generates more business.

However, Keith notes that not all the farmers would be able to copy the same arrangement. Currently, he co-ordinates the transport of local food to the London restaurants almost as a favour, to get things going. He recognises that if demand grows, this will need to be paid for and it may be worth having someone to formalise the transport arrangements. "But who's going to fund that?" asks Keith. In addition, although he would be interested in using biofuels for the sake of the environment, this is not yet feasible.

Chiltern's expansion into the restaurant trade has also posed other challenges. Keith explains that restaurants are used to having the convenience of dealing with large wholesalers who can deliver the next day, on demand. Working with local suppliers means that restaurants have to be more patient - they have to work with the supply available in the local abattoir. Planning ahead is essential. There is also a question over terms of credit,

as some restaurants drift up to 10 weeks with payments. If he sold into the wholesale market, Keith would receive payment in two weeks.

Overall, Keith is optimistic about the future of local food. Chefs seem very conscious of customer demand for local food and there seems to be a great awareness amongst the general public about the provenance and quality of food. Keith feels that the restaurant trade is beginning to catch up with what local food traders in the farmers' market scene have known for a decade. Demand from the public for local food is growing, with a 25% rise in trade every year. Chiltern has also seen the percentage of their business with restaurant trade growing faster, particularly since the beginning of 2006. However, there is always a nagging fear that there could be another food scare, bad media coverage or a national economic downturn. For example, Keith is acutely aware of periods when customers feel strapped for cash. He says that it only takes a 10% drop in people spending at the farmers' market and it has a huge effect on his profitability.

In Keith's opinion, the interest in local food is consumer led. *"The food heroes are the general public,"* he says. *"There is a real desire to make the connection. It is as much about connecting with the people as the food - they want to know the story, and what's happening on the farms."* Such interest has supported the rapid increase in the Bennett's business, growing from a farm that supported two part-time jobs at the start, to two full-time and three part-time jobs on the farm five years later.

His only disappointment is that having purchased local food, many restaurants fail to make as much of it as they could, especially in promotional material or better menu descriptions. Some restaurants take pork from Gloucester Old Spot pigs, which is a big name, but they fail to promote it as such. Keith's experience is that consumers at the farmers' market recognise such provenance, and ask for it; it helps to sell more product. "But restaurants don't pick up on it - they don't make enough of it," says Keith.

Keith and Elizabeth are now thinking of building a farm shop and expanding into a meat box scheme linked to a local vegetable box scheme. They also want to develop online sales. Alongside such commercial activities, they have a longer-term ambition to make the farm open to the public, starting small with farm walks. Being so close to central London, the Bennetts are aware of their huge potential to connect consumers with the working rural landscape.

Chiltern Farm Foods

Stockings Farm, Bottrells Lane, Colehill, Amersham, Buckinghamshire HP7 0JX



4.5 Department of Hospitality, Leisure and Tourism Management, Oxford Brookes University

We spoke to Donald Sloan, head of the Department of Hospitality, Leisure and Tourism Management, Oxford Brookes University. His Department is about to launch a new International Centre for Food Studies, and much of the work of his colleagues relates to sustainability and food ethics.

Donald Sloan's work at the Department of Hospitality, Leisure and Tourism Management at Oxford Brookes University is multi-faceted. The Department runs a wide range of bachelors and masters degree programmes, the majority of which include placement programmes in industry. It also undertakes research and consultancy projects for the food and hospitality sectors, and helps to run the Considerate Hoteliers network including its award scheme.

A large proportion of the department's students go into restaurant management, primarily because there are now more graduate level opportunities in this sector. Despite not offering chef level training, Donald notes that there is a shortage of qualified chefs in the UK, with availability of new chefs not keeping up with growth in the sector.

Much of the Department's research is applied within the hospitality sector in fields such as financial management, sustainability and marketing. Sustainability and food ethics are relatively new issues and Donald feels this reflects the shift in the political agenda and public consciousness over the past five years. Oxford Brookes is now establishing a new international food studies centre to be the public face for all its work they on food. Sustainability will underpin much of the centre's educational and consultancy work.

The growing demand for local food is of particular interest. Donald observes that caterers can be put off by perceived inconsistency and delivery problems when dealing with many small-scale suppliers. However, the trade also realises that consumer demand is changing - even large businesses are being forced to respond. The emerging trend is a greater interest in authenticity, including local food that is not mass produced. But to encourage further change, consumers need to ask more questions and exert more pressure on the restaurant sector. In other countries, such considerations are the norm, however in the UK consumers are cautious about asking questions and, when they do, staff are often unable to answer them.

For Donald, this awakening interest in the quality of food, healthiness, sustainability and animal welfare seems to be increasing the number of champions of positive food ethics, which, along with celebrity attention, will have an impact on the sector.

Similarly, high-profile events such as the London Olympics could become a focus for changing the food system and provide a huge boost to the sector. Training needs for catering staff for the Olympics are being reviewed by People First,⁵² to create a national qualification framework.

Donald's observation is that sustainability is becoming more and more important to food businesses. Embodying sustainability principles can help to market a restaurant, and championing local produce is helping many to succeed. For example, the French chef Raymond Blanc runs the Le Manoir aux Quat'Saisons in Oxfordshire, which now grows 60% of its fresh produce in the grounds of the hotel. He uses it in his dishes to provide distinctive food.

At the lower end of the market, Donald feels that much more work will be needed to change consumer attitudes and encourage them to start demanding sustainable food from some of the more reticent food businesses. Donald's view is that we can't compel those companies to adopt sustainable practices - there has to be a business case. Fairtrade coffee is a success story because a large proportion of the population, from all demographic backgrounds, now seek this out both in retail and the food service sector. There is also evidence that these ideas are trickling down from top-of-the-range food outlets to other levels. New chains are starting up with sustainability central to their business ethics. Donald cited Leon Restaurants as a good example of a chain using sustainability as its distinguishing feature (see case study on page 100).

The trick is not to put customers off. Donald has seen examples of sustainability communication that can make it look earnest and dull. Some sort of association or logo could be a useful tool to communicate these ideas to the public. Donald feels that there may be a need for an emblem which represents 100% sustainability and not solely 'organic', but getting the terminology right would be a huge challenge.

According to Donald, financial and practical support for associations and food businesses might help them to change their business practices and food choices towards sustainability. Favourable terms for those companies that adopt sustainable practices, such as reduced business rates, would be very helpful. In addition, translating sustainability concerns into practical advice is also required, particularly when there is no clear sustainability winner. Sharing the success stories of others who have taken action will help to destroy myths, demystify sustainability and encourage others in the trade who were not previously interested or able to change their approach.

Department of Hospitality, Leisure and Tourism Management
Business School, Oxford Brookes University, Gipsy Lane Campus, Headington, Oxford OX3 0BP
web: www.business.brookes.ac.uk/hltm/departement.html

52 For more information about People First (formerly the Hospitality Training Foundation), see: www.people1st.co.uk

4.6 Little Scarlet

We spoke to Bill Mollett, a fruit and vegetable supplier to the London hotel, restaurant, café and take-away food trades.

Bill Mollett at Little Scarlet supplies fruit and vegetables for 28 accounts all over London, ranging from a five-star hotel to a school tuckshop. The supply company has only been in operation for around three years. Everything Bill does is with great enthusiasm. He is passionately interested in plant varieties and food quality. Already, his produce is in high demand, but he wants to be sure that Little Scarlet grows slowly, steadily and manageably. Part of his business ethic is to tailor his produce to the needs of his clients. As he says, "No two restaurants are the same."

Over the past 20 years that Bill has been involved in the fruit and veg trade, he has witnessed an enormous change in attitudes and demand. There is considerably more interest in quality fresh horticultural produce now than ever before.

The bigger food companies, such as multinationals, prefer to reduce the number of suppliers, for convenience. In Bill's view, this is a false reading of consumer demand, as it lends itself to standardised goods. The strong trend is towards speciality products, which will need more suppliers. Bill observes that customers have had enough of eating the same food in cloned outlets - they want more personality, more interest. He thinks that the multinationals may not understand this and that consequently their staff do not understand the products.

Demand for more interesting food has probably not yet reached its greatest potential in the London market. Bill's experience is that if you go outside London, people are much more in touch with using local food and discussing issues of sustainability. Arguably, the rot started when so many people became detached from their food by living in the city, and cloned chains of restaurants began to spring up. He notices that even in outlying towns such as Windsor the rot is evident - pretty much all of the restaurants are now part of standardised food chains.

In general, Bill has witnessed more interest from the retail trade than from wholesalers, restaurants and hotels. Although individual chefs and food buyers are keen to use local food, it would be likely to push costs up, which is especially difficult for schools. Furthermore, much of the fruit produced in the UK is available from June to August and is therefore not suitable for use in schools. This is where restaurants and caterers could step in and promote high-quality British produce for the few weeks when they are in season.

However, if chefs were given the freedom to make more decisions, especially in more upmarket establishments, then Bill thinks this situation could change. His experience with large hotels is that the chefs love the idea of using local food and marketing it to their clients. *"All chefs in their right mind are into local,"* he says. *"Often their hands are tied by the people who sit in offices and look at it in black and white."*

The excitement, thinks Bill, is coming from the attention paid to local and speciality food by celebrity chefs. There are many government initiatives, but it often takes a celebrity to make food culture more popular, especially with school caterers and headteachers. Bill believes that it starts with children - that they absorb the idea of good food. He argues that targeting children will mean that they take these ideas to their parents and affect their buying decisions.

For Bill, information is the key to shifting people into demanding sustainable food. Customers need to demand to know what is in season and what is not, and where the food comes from. The tide is beginning to turn, with supermarkets doing a little more to provide information on provenance and to stock a wider range of varieties, reflecting and provoking a change in consumer attitudes. However, supermarkets are probably too attached to standardised produce and large-scale markets to be the answer. After all, they specialise in out-of-season produce from all around the world. As a result, their customers have lost touch with the seasons. Bill would love to see an area of each supermarket reflecting local specialities, with staff as knowledgeable as greengrocers to help people choose the best of local and seasonal fruit and vegetables.

Bill Mollett, Little Scarlet

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4.7 Sauce Communications

We spoke to Amy Williams from Sauce Communications, an independent Public Relations consultancy specialising in the hospitality and travel industry, including high-profile London restaurants.

Sauce Communications is a PR consultancy, specialising in the hospitality and travel industry - a wide range of high-quality restaurants, bars and hotels. Founded in April 2001 by Jo Barnes and Nicola Hancock, Sauce has established itself as a leading agency within its field. It specialises in launches and campaigns for existing restaurants, working to build the profiles of chefs, both nationally and internationally.

Sauce currently represents over 30 restaurants, including Gordon Ramsay's and also Leon and Konnam, both of which feature in this report. The majority of these restaurants are in upmarket areas of London.

Amy Williams of Sauce Communications is in a good position to observe the trends in consumer demand, and the values personified by their various high-profile chef clients. Amy's overall impression over recent years is of "a return to tasty British cooking" with simpler dishes. Diners have lost their appetite for complexity. Japanese cooking has had a big influence, in which the emphasis is on the design of food on the plate, and the intense flavour of just a few quality ingredients. As far as Amy is concerned, the return to British ingredients will become more and more important, driven by ever-greater interest in the carbon footprint of food and the desire to know where the food comes from.

Public Relations (PR) is an important way to help restaurateurs differentiate their work from the plethora of dining options on offer to Londoners. *"You need to make yourself noticed,"* says Amy. Before taking a restaurant on, Sauce discusses the trends in the restaurant sector with prospective clients, helping them to shape and hone their business idea. Having recently taken on the account of head chef Oliver Rowe at the new restaurant Konnam near King's Cross (see page 78), Amy is intrigued by this new venture into Northern European cooking, using ingredients such as beetroot, root vegetables, fennel and herrings. He is looking north, rather than south. Oliver is a good example of chefs who set up in London to make their mark; it is much harder to establish yourself as a destination restaurant outside of London.

For Amy, Konnam has been a very exciting project. Oliver has gone beyond stipulating the use of 'local produce' to try to source from within the reach of the London Tube network. Sauce found this to be fertile material for press interest, although it was hard work. At first, some thought that this was merely a PR stunt that would finish in a few months, or that in reality the restaurant would need to ship in food from abroad.

Some people thought that the whole concept of buying food from London was odd: that the food must be dirty - Amy was surprised at the level of scepticism. People just did not realise that we can and do grow food in London.

Sauce also works with the Leon chain of restaurants (see page 100), whose owners are passionate about sustainability. As Amy says, "They want to help the environment and keep people healthy," and their commitment to the environment drives an impressive level of detailed research. Helping to create an all-round healthier food system is what Leon cares about. As a PR company, Sauce feels that they wouldn't be doing such a restaurant justice if the coverage they got did not reflect this fundamental drive.

Amy hopes that such values will spread - people look to entrepreneurial restaurant owners for leadership. In Amy's opinion, Leon is doing a great job, but she cautions that one restaurant is not enough. She observes that such ventures are a result of the right people leading - people that care. At present, sourcing sustainable food takes additional time and Amy feels that some people would not put in the hours needed to make sustainability work. She is concerned that the movement towards more sustainable food could be damaged by people rushing in who do not have the same commitment to quality and detail.

The slow transition towards sustainable food in the restaurant sector, and greater demand for local and seasonal food from consumers, seems to be mirrored in a growing interest in such issues in the media. For example, *Times* restaurant critic Giles Coren breaks down his marks out of ten on different issues, one of which is sometimes the provenance of ingredients. Several of the newspapers, including *The Observer* and *The Guardian*, now run regular features on quality food issues. A similar interest is awakening on TV food shows and in food magazines. If this approach is to be successful in promoting sustainable food then, thinks Amy, the trick will be to ensure that sustainability does not sound too scientific and instead adopts appealing descriptions. Amy's advice to all those who wish to promote local food is: *"Don't make it too boring or too academic - it has to be acceptable. Make it sound fresh and not too expensive."*

Amy believes that people need to understand what will happen if they don't take action. The commitment to health and sustainability embodied by Leon restaurants should be normal - it should become the standard.

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Konstam at the Prince Albert

King's Cross, North London

Oliver Rowe is the owner and chef at the restaurant Konstam at the Prince Albert, just south of King's Cross, in North London. He has achieved high-profile media attention (in London and trade media and on BBC2's *Urban Chef* television programme in 2006), for his commitment to using truly local ingredients, sourced only from within the area covered by the London Underground.

Formerly, Oliver was a chef at the high-quality restaurant Moro, in Exmouth Market, North London. His menu at his own restaurant, Konstam at the Prince Albert, features seasonal dishes that are highly distinctive, such as pan-fried chicken livers with creamed nettles on toast; Thames-caught fish and chips cooked in beer batter; Norbury blue cheese; potted crab from Canvey Island; seared breast of wood pigeon; hawthorn and hairy bittercress salad; rhubarb pavlova; and lavender ice-cream. He works with a wide range of small-scale suppliers from the London area, supplying all sorts of ingredients, from rapeseed oil to flour, meat, wine, dairy, vegetables, honey and beer. Only a few of the ingredients come from outside the reach of the London Underground (roughly a 25-mile radius), such as salt from Essex, and sugar and rapeseed oil from Suffolk.

Once producers had been located, it was then a question of how to get a wide range of local ingredients to the restaurant, regularly and at a reasonable price. Where the producers were not able to deliver themselves, some, such as a meat and game supplier in Buckinghamshire, grouped together with other local producers to make the deliveries more efficient. This also helps the suppliers and restaurant not to be penalised too heavily by London's Congestion Charge, which would be prohibitively expensive for multiple deliveries. However, Oliver's experience is that it takes time, patience and persistence to forge beneficial relationships with local suppliers; *"sometimes it is easier to get food from Chile than from Amersham!"* he says. But the challenges have also provided great opportunities for creativity in designing distinctive new dishes using local ingredients.

Konstam (both the restaurant at the Prince Albert, and the neighbouring sister operation, Konstam café) gets six vans delivering daily, with two or three other vans delivering weekly. For the sake of financial and environmental sustainability, Oliver considers that when setting up a new restaurant it would be helpful if other restaurants (three or more would be a good number) could collaborate on deliveries of fresh foods such as fish, meat and dairy, to make it worth their while for small producers to come in to the central London area. In Konstam's case, their small-scale suppliers of meat, dairy and fish have all made deliveries in any case, even though this is not yet financially sustainable, and some of these suppliers may need to find other restaurants to supply to make this viable in the long term. Oliver observes that suppliers prefer to deliver to upmarket restaurants as it helps them to build their reputation, and in turn get them more business.





Konstam's focus on truly local food is much more than a gimmick. Oliver believes that eating seasonally is an important way for people to have a relationship with food. Sourcing as locally as possible creates a stronger link between his customers and their food, and he believes it would be very useful if the media, retailers and others would do more to promote seasonality and a diversity of suppliers. Prompted by Konstam's up-front promotion of local produce and distinctive foods, Oliver's customers ask a lot of questions - he reports that people are engaged by the menu and are excited by it. Being in London, it means that food is coming from places that people don't expect - information about provenance is unusual and surprising; a real talking point.

As Oliver says, buying seasonally is a more sustainable way of cooking and reduces our ecological footprint. However, Oliver believes that it is important not to preach to customers, nor to focus too much on technical explanations such as food miles. In the restaurant setting, seasonal menus mean that he can inject excitement and interest into the eating experience; "it's about people getting enthusiastic about

eating," he says. Similarly, when new staff members join Konstam, Oliver lets them find out about the issues in an enjoyable way so that they can convey enthusiasm and engagement to the customers.

Oliver is optimistic about opportunities in the coming years. The area in which Konstam is situated, just south of King's Cross is an up-and-coming area of development with huge potential. Although it is very hard to open a restaurant in London, food businesses are lucky to enjoy the benefits of the flow of people through the capital, which makes it easier to find staff. However, rents are high, and this must be reflected in higher wages.

However, he also believes that there needs to be a sea-change in cultural attitudes to local and seasonal food. "The power lies with the retailers," he says. Local councils could also help by promoting diversity in the High Street, making room for people to use more diverse sources of food. Oliver also considers that "consumers should exert the powers they have to make more seasonal choices". Local authority finance could also be directed to helping local businesses coordinate food supplies or to give financial breaks to people operating sustainable local food supply chains - for example, discounts on the Congestion Charge.

London Food Link helped Konstam in 2005/2006 in the build up to their opening by recommending suppliers based within the area covered by the London underground network. As well as acting as guinea pigs on Oliver's first test of using local produce in his existing and separate café, we helped with recommending suppliers that could help with the initial transport of this produce, before his current supply chains were established.

For more information see www.konstam.co.uk.

Blueprint Café, Design Museum, Shad Thames, London

The location of the Blueprint Café is one of its great assets. Shad Thames used to be a derelict area of Victorian warehouses and wharves - a place for goods storage and manufacturing, and not somewhere people would visit for leisure activities. In recent years, the area has transformed: warehouses have been converted into luxury apartments and many new restaurants have sprung up all along the river. It is now considered an expensive area. The Blueprint Café, part of the Conran chain, was opened at London's Design Museum 16 years ago when there was no other restaurant in the area. It is unusual in that it is now one of the few independent food businesses in the area; the only people who can afford to invest or buy into the area now are the large chain restaurants.

The head chef at Blueprint Café, Jeremy Lee, has a good deal of autonomy in developing his menus. He loves restaurants and has been in the business for 25 years. Seasonality, quality, freshness and distinctiveness are central to Jeremy's menus - all values that can support sustainability. He uses lots of different suppliers and tries to buy straight from producers for meat, fish, dairy and fresh produce. A high proportion of the food is from local suppliers, although speciality ingredients such as roasted and marinated peppers come from other European countries. Examples of local suppliers used by Jeremy include Neal's Yard Dairy, La Fromagerie, and Mr Booths for vegetables and fruit. He has constant access to all of these suppliers, using a main list of around 40 to 60 suppliers. They also have seasonal purchases, such as goose from Seldom Seen farm and Kent Allan's farm. He receives calls from new suppliers all the time, and is prepared to spend the time trying out new sources of products, in search of distinctiveness and excellence. The menu is changed often to reflect availability of produce, and the majority of the food is prepared from scratch using fresh ingredients. Whilst Jeremy recognises that this is a time-intensive process and *"comes with a price tag"*, he sees seasonal produce as a means to refresh the menu, *"keep it alive"*, and generate interest among customers. This also has a knock-on benefit with the staff who, reports Jeremy, feel confident and proud of the food they offer; they are never complacent and never bored. This is an important consideration, given that it is so difficult in London's restaurant trade to attract and retain experienced staff.

Jeremy is interested in the notion of communicating sustainability and ethical values to customers. He is also interested in wider issues of food quality and diversity. However, it is a matter of some frustration to him that local councils seem to do so little to promote diversity with their planning policies and support for local businesses. He would like to see more small-scale and diverse businesses favoured by local planning and retail policy, with good street food and markets encouraged. As he says, *"Shad Thames should be bustling with small businesses, not just chains; small businesses should be encouraged."*



How can
sustainability
embrace
ethnic
lifestyles

Big

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Journal

**Healthy and Sustainable
Food for London**

Chapter 5: Initiatives supporting sustainable restaurants and catering

There are several initiatives in the UK and abroad that London Food Link has either worked with, or is aware of, that help to encourage more sustainable products and practices in restaurants, cafés, food outlets, hotels and catering. We have looked at these initiatives with a view to incorporating elements of their success stories into our recommendations for London, and to help us avoid known pitfalls.

In this section, we show a small selection of schemes in the UK and overseas, and comment on how they are relevant to the restaurant and catering trades, and to this report. Most of them are well established; some of them are new schemes; and a few are ideas in development that are especially relevant to London. We also comment on a few schemes or promotional networks working with restaurants and caterers - helping them move towards more sustainable products and practices, and to communicate this to diners.

5.1 Examples from the UK

(London-specific activities shown first)

London Food Link

London Food Link (LFL) is a project of Sustain: The alliance for better food and farming. LFL assists restaurants and caterers to improve the sustainability of their food, building upon similar work by Sustain with London's hospitals and schools and with ethnic food businesses. Support includes recommending suppliers of products such as food produced as locally to London as possible, and sustainable fish. LFL is also helping food businesses to increase recycling and composting of waste. Between 2007 and 2009 it is participating in a London Sustainability Exchange project to carry out environmental audits on restaurants around London, looking into

the sustainability of their waste, water, energy and food supply. LFL also hopes to contribute to the development of coordinated supplies from local producers through, for example, sustainable food hubs (see page 35); and to develop a sustainable catering programme to help caterers develop sustainability expertise in order to be eligible to win tenders for the forthcoming London Olympics.

Contact: Charlotte Jarman, London Food Link, Sustain, 94 White Lion Street, London N1 9PF. Tel: 020 7837 1228; email: charlotte@sustainweb.org; web: www.sustainweb.org/page.php?id=62

London Farmers' Markets

London Farmers' Markets helps to organise markets for local food producers from in and around the capital. It has contact with over 150 local and regional suppliers of products such as cheese and dairy; fruit; fruit juice; alcoholic drinks; meat, poultry and game; plants and flowers; vegetables and salad leaves; baked goods and honey.

For further information, contact: London Farmers' Markets, 11 O'Donnell Court, Brunswick Centre, London WC1N 1NY. Tel: 020 7833 0338; web: www.lfm.org.uk

Eat the View

Note: This project has now finished, but the themes and approaches developed by Eat the view will be adopted by Natural England, "to promote the connections between sustainable food production and the natural environment".

In 2000, the Prime Minister charged the Countryside Agency (now called Natural England) with a new role to "assist consumers to understand the connections between the food they buy and the countryside they value and to work with others to develop projects to achieve this aim and to improve the market for regional produce". The Eat the View initiative was the Countryside Agency's response to this challenge. Through its own activities and in partnership with others, the Agency worked to raise public awareness and secure a more favourable market to enable and encourage farmers and other land managers to diversify and adopt more sustainable practices. The project included work with caterers and restaurants. For example, the Youth Hostel Association (YHA) and Eat the View ran a pilot project in the Peak District to source sustainable food for the YHA restaurants from local farmers and producers. The pilot project found that it is possible for a large catering establishment to use more sustainable local food in meals, and this provides a valuable contribution to the enjoyment of visitors.

For details of Eat the View projects, see: www.countryside.gov.uk/LAR/Landscape/ETV/projects/index.asp

Food Link organisations

Food Link organisations (such as London Food Link, above) work to support systems of producing, processing and trading foods from sustainable production systems. These include organic and other systems where the physical and economic activity is controlled within the locality or region where the food was produced and which provide health, economic, environmental and social benefits to the people in those areas. Several Food Link organisations are coordinating local producers to enable greater uptake by restaurants and caterers. The coordinating body for food links organisations is Food Links UK, and a list of its regional members can be seen at: www.foodlinks-uk.org/FlukMemList.asp

Contact: Sarah Davies, Food Links UK, c/o Envolve, Green Park Station, Bath BA1 1JB; tel: 01225 787921; email: sarah@foodlinks-uk.org

National Trust

The National Trust has recently adopted a new food policy to promote local and sustainable food in all of its restaurants, with much of the produce coming from its estate lands. As the National Trust says, "National Trust cooks love to use locally sourced produce. Now, with the introduction of our new food policy, that process of using quality, local, seasonal and sustainable food is to be formalised; and the use of traditional recipes, cooked with contemporary flair, really celebrated." It is also promoting organic production methods, and has launched a Fine Farm Produce award to recognise distinctive and sustainable local food producers.

For details of the National Trust's work on food and farming, and use of its food policy by National Trust restaurants, see: www.nationaltrust.org.uk/main/w-chl/w-countryside_environment/w-food_farming.htm

Regional Food Groups

Regional Food Groups are business support organisations set up in response to the 2002 report of the Policy Commission on the Future of Farming and Food, which aim to support sustainable food and farming in the UK through promoting regional producers. Whilst there is no official Regional Food Group for London, Sustain's London Food Link runs many similar activities to a regional food group for the London area. Regional Food Groups in the rest of the country are:

- East Midlands Fine Foods: www.eastmidlandsfinefoods.co.uk
- Heart of England Fine Foods: www.heff.co.uk
- North West Fine Foods: www.nw-fine-foods.co.uk

- Northumbria Larder: www.northumbria-larder.co.uk
- South East Food Group Partnership: www.buylocalfood.co.uk
- Taste of the West: www.tasteofthewest.co.uk
- Tastes of Anglia: www.tastesofanglia.com
- The Regional Food Group for Yorkshire and Humber: www.rfgyh.co.uk
- Scottish Enterprise, and Highlands & Islands Enterprise: www.scottishfoodanddrink.com
- Welsh Development Agency: www.foodwales.co.uk

Slow Food

The international Slow Food movement is described as "a non-profit, eco-gastronomic member-supported organisation", whose members believe that "the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work". Slow Food UK is the national coordinating body for over 40 regional Slow Food groups (each one called a convivium), which organise promotional activities such as festivals, conferences, producer events, cookery demonstrations and Slow Food guides - often promoting restaurants and caterers for their use of traditional or distinctive local produce.

To contact a local or regional Slow Food convivium, see: http://www.slowfood.com/about_us/eng/where.lasso. The London convivium is led by Silvija Davidson, email: silvija@slowfoodlondon.com; web: <http://slowfood-london.blogs.com>. For other information about Slow Food, email Wendy Fogarty at: wfogarty@compuserve.com or Lilia Smelkova at: l.smelkova@slowfood.it

Note: The Slow Food movement has caught the imagination of the public and media by focusing on distinctive local and regional food with its special links to traditions, festivals and food culture. It has also received the support of influential members of the Guild of Food Writers, helping it gain momentum and help promote local food producers, food retailers, chefs and restaurants. Slow Food organised two events in 2006 to promote Slow Food 'recommended suppliers' to London restaurants.

The Cornish Accredited Restaurant Association

The Cornish Accredited Restaurant Association has 38 members and is described as "a collection of fine Cornish cuisine restaurants and dining pubs, formed by like-minded food establishments". All are quality assured, inspected independent restaurants and 'good food pubs', operating throughout Cornwall. The association aims to promote fresh local Cornish produce prepared on premises from fresh ingredients.

For the association's website and links to participating restaurants, see: www.cornishaccredit edrestaurants.co.uk

Note: We know of other restaurant groups around the country, but include this example because of its focus on promoting local produce. We understand that the success of the Cornish Accredited Restaurants Association is that its marketing is linked to local and distinctive food quality. It does not act in isolation, being supported by several regional Cornish initiatives to promote Cornwall's food heritage and local producers, such as the Coast Sustainable Tourism project, Slow Food Cornwall and Taste of the South West (and many more). Positioning collaborative activities within a complementary programme of marketing and environmental initiatives (such as will be available for London restaurants and caterers with implementation of the London Food Strategy) helps to underpin success.

Other local and regional activities

Several independent for-profit and not-for-profit organisations exist to promote local food producers and help them connect to new markets. For example:

- Big Barn, "the virtual farmers' market": www.bigbarn.co.uk
- Craft Foods UK: www.craftfoods.co.uk
- Eat Somerset, a Sustain project to promote sustainable local produce through wholesaler and regional retailers: www.sustainweb.org/page.php?id=40
- Farm Fresh Meals: www.farmshop.net
- Feast, promoting regional food and drink from the Midlands: www.feastnet.net
- Food First, "the speciality foods industry online": www.foodfirst.co.uk
- Food from Cornwall: www.foodfromcornwall.co.uk
- Henrietta Green's Food Lovers Britain: www.foodloversbritain.com
- Levels Best, a proposed provenance label for food and drink from the Somerset Levels and Moors: www.levelsbest.co.uk
- Local Food Web: www.localfoodweb.co.uk
- Local Produce: www.localproduce.org.uk
- Farma: The National Farmers' Retail and Markets Association: www.farma.org.uk
- Sausage Fans, "your complete guide to the great British banger": www.sausagefans.com
- The Organic Directory, run by the Soil Association: www.whyorganic.org

Food from Britain is a national market development consultancy for British food and drink, funded by government and industry. See: www.foodfrombritain.com. Its remit is not explicitly sustainability-focused, with its main objectives being to:

- Maximise exports of food and drink produced or processed in the UK
- Increase production and consumption of quality regional food and drink

5.2 Examples from North America

Golden Gate Restaurant Association

The Golden Gate Restaurant Association (GGRA) is a not-for-profit trade association founded in 1936 to promote, extend and protect the interests of the broader restaurant industry, and to serve its members in the San Francisco Bay Area. It has grown to a membership of 800. The association does not focus primarily on sustainability, offering services such as marketing, links to suppliers, credit-card transaction advice, etc. However, sustainability is a growing part of its work. The GGRA has recently launched a collaborative bio-fuels programme, collecting waste cooking oil from restaurants to be processed into fuel. They also have a recycling programme to help members offset more than half of their disposal costs, minimise the amount sent to landfill and compete for the accolade of Commercial Recycler of the Year.

To find out more about the GGRA, see: www.ggra.org

Green Restaurant Association

The Green Restaurant Association (GRA) is a not-for-profit organisation operating in America that says its mission is "To create an ecologically sustainable restaurant industry". The GRA:

- Provides links to 'endorsed' ecological products such as crockery and tableware.
- Helps restaurant members work to meet the association's 12-point environmental guidelines, covering energy efficiency; water conservation; recycling and composting; sustainable food; pollution; organic products; chlorine-free paper; non-toxic cleaning chemicals; renewable energy; green building and construction; employee education.
- Gives 'environmental achievement' awards that can be displayed on-site.

For the GRA environmental guidelines, see: www.dinegreen.com/twelvesteps.asp

Note: Looking at the GGRA and GRA experiences, we think there is a lot to be learned from the idea of creating an association that arises from the enthusiasm and concerns of the industry itself, with objectives that are tied to clear marketing and gastronomic benefits, and that directly answers needs identified by participating restaurateurs. There are clearly benefits of a collaborative approach in terms of buying power (of e.g. energy-efficient kitchen equipment) and coordination of deliveries (of e.g. local produce) and collections (of e.g. compostable waste).

Local Flavour Plus

Local Flavour Plus is a national not-for-profit organisation in Canada that builds and fosters local sustainable food systems by certifying farmers and processors and linking them with local purchasers. Its current focus is Ontario, and in particular the greenbelt around the Greater Toronto area. Local Flavour Plus runs a certification scheme for local farm produce, with suppliers working to the following 10 principles that guide its work and standards. Their mission is to:

- Link local food producers and eaters to boost community, health, and environmental benefits.
- Reduce the distance between farmers and eaters to promote vibrant regional economies.
- Reduce or eliminate the use of synthetic pesticides and fertilisers.
- Reduce agriculture pollution by protecting and conserving soil and water resources.
- Promote safe and fair working conditions for farm workers and viable incomes for farmers.
- Raise animals in humane conditions without the use of growth-stimulating hormones, sub-therapeutic antibiotics, or animal by-products.
- Conserve and enhance wildlife habitat and ecological diversity.
- Reduce the use of fossil fuels throughout the entire food chain.
- Produce crops and raise animals without the use of genetic engineering.
- Encourage closed-looped systems that conserve and recycle nutrients.

For more information about Local Flavour Plus, see: www.localflavourplus.ca

National Restaurant Association

The more mainstream National Restaurant Association (NRA) in America announced in August 2006 that it is to "take on a leadership role in environmental efforts with a roadmap for sustainable restaurant operations". The Association's goal is to identify practices that can reduce operational costs for restaurants while conserving energy, water and other natural resources, increase recycling, and encourage the creation and use of sustainable materials and alternative energy sources. Once initial research has been completed, the Association will devote a section of its website to inform members of opportunities "to participate in various sustainability efforts". The NRA website already features a link to healthy dining information at: www.healthydiningfinder.com but as yet has no dedicated link to sustainability information. The planned information link will be from: www.restaurant.org

For initial information about the planned NRA sustainability programme, see: www.restaurant.org/pressroom/pressrelease.cfm?ID=1298

5.3 Examples of national and international awards

Healthy Eating awards run by local authorities

Restaurants, hotels and caterers can sometimes get help with improving the healthiness of their food. Although several of the schemes mentioned below are no longer operational, the advisory materials are still available, and can be downloaded via the London Food Link website: www.sustainweb.org/page.php?id=62

Nutrition advice for caterers is published by the Food Standards Agency at: <http://www.food.gov.uk/health-iereating/healthycatering/healthycatering08branch/>

In England and Wales, the Heartbeat Award scheme was run by the former Health Education Authority and supported by the Chartered Institute for Environmental Health (CIEH), awarded to restaurants and other catering establishments offering healthy dishes, reducing saturated fat and salt in their food, and promoting fresh fruit and vegetables. The original Heartbeat Award materials are no longer available in hard copy, but electronic versions are available on the London Food Link website, including a caterer guide that contains a useful level of detail about improving the healthiness of food in catering. Other sections of the materials may be out of date, such as advice on smoking legislation

In Scotland: A new Healthy Living Award scheme was launched in 2006 (replacing the Scottish Healthy Choices Award), which can be awarded to restaurants and other catering establishments that take steps to improve the healthiness of their food. The website contains basic health guidelines for caterers, at: www.healthylivingaward.co.uk

In Northern Ireland, CIEH used to run a scheme called the Healthy Living Circle Award for caterers, restaurants, hotels and bed & breakfast establishments. The scheme ended in 2004 and was replaced with an 'Eat Safe' awards programme, which focuses only on food hygiene and does not cover nutrition: www.eatsafe.gov.uk

We know of only one local-authority-led healthy eating award that explicitly incorporates healthy eating, food safety and sustainability criteria (the use of local food and Fairtrade produce). This is the Sheffield Healthy Choices Award, part of the Food in Sheffield programme funded by Sheffield Primary Care Trust and delivered in partnership between Sheffield Wildlife Trust and Heeley City Farm. All types of catering establishments are eligible to apply - pubs, hotels, restaurants, takeaway outlets, workplaces, sandwich bars, schools and hospital canteens.

For more information contact: Siobhan Horsley, Food in Sheffield (5 A Day) Programme Manager, Sheffield Wildlife Trust, 37 Stafford Road, Sheffield S2 2SF. Tel: 0114 2792665; email: s.horsley@wildsheffield.com

BBC Radio 4 Food and Farming awards

The BBC Radio 4 Food programme set up this annual award scheme to recognise the best in British food. It celebrates values such as food culture, heritage, sustainability, animal welfare, and promotion of fresh healthy food, and helps the winners to achieve recognition and publicity for their work. Award winners have included caterers, restaurants, take-aways, local retailers and food producers from around the country.

For details of the 2006 awards, see: www.bbc.co.uk/radio4/factual/foodawards2006.shtml

Considerate Hoteliers Awards

Founded in 1990, Considerate Hoteliers is "among the first green hotel associations in the world". It provides events and information for hotelier members, advice on environmental and sustainability issues, and runs an awards scheme. Association membership is open to hotels and guest houses in London and nationwide, of all sizes and grades, which conform to the Association's Mission Statement and Environment Charter. Currently, the association has 58 members. Activities have included small-scale to capital-intensive projects, from towel reuse to installation of Combined Heat and Power (CHP) and waste reduction equipment and the installation of waterless urinals. Considerate Hoteliers have championed a Hospitable Climates programme to help members plan for implementation of the Climate Change Levy with advice and a benchmarking scheme. It also gives awards for environmental initiatives undertaken by its members, for example:

- The Oxford Brookes Hospitality/Sustain Challenge award will be given to the hotel or guesthouse that has done the most to promote the best that food from Britain has to offer;
- The Envirowise award challenges hotels and guesthouses to save at least 30% on their water and effluent bill;
- The Waste and Resources Action Programme (WRAP) award challenges hotels/guesthouses to reduce the volume of waste they send to landfill by at least 20%;
- The Hospitable Climates award challenges hotels/guesthouses to reduce energy consumption by at least 20%.

For details of the Considerate Hoteliers Awards, see: www.consideratehoteliers.com/awards.html

Note: Working with Oxford Brookes Hospitality, Sustain's London Food Link is involved with designing one of the Considerate Hoteliers new awards, which will be given to the hotel or guesthouse that has done the most to promote the best that food from Britain has to offer. London Food Link hopes to work with the association in future to help London's hotels adopt more sustainable products and practices.

Green Hotelier of the Year (international)

Launched in 1990, this international annual award scheme is operated by the International Hotel and Restaurant Association. It aims to promote environmental awareness among hotels and recognise the efforts being made to green the industry from within. It is conducted in association with UNEP, the United Nations Environment Programme. Award themes have evolved over the years, reflecting the growing interest in sustainable development, and winning initiatives have included work on reducing carbon emissions, reducing energy use, and 'engaging the guests in environmental actions'.

For information about the Green Hotelier awards, see: www.ih-ra.com/awards/

Soil Association Organic Food Awards

The Organic Food Awards were set up by the Soil Association to "highlight the imaginative and highly successful ways in which individuals are contributing to the resurgence in organic, local and seasonal food". Gold, silver and bronze awards are given to organic food producers and food initiatives in the UK and 'special awards' are presented to individuals for their contribution to the organic movement.

For details of the Organic Food Awards, see: www.soilassociation.org/foodawards

Awards schemes are also common among the Regional Food Groups, to help local food businesses receive recognition and positive publicity (see page 85).

5.4 Examples of logos and accreditation schemes

Probably the most widely recognised support for sustainable food is the range of logos and accreditation schemes that seek to communicate to customers - whether chefs, caterers or consumers - that food production has met certain environmental, ethical or animal welfare standards. Many of the restaurants we interviewed for this report use accredited produce in their menus (although we also note that many of these outlets do not communicate this to their customers).

Some of these schemes have a legal basis, for example the term 'organic' is defined in law, and any farmer or food processor using the word organic to describe their food must meet certain standards and be independently inspected by a recognised accreditation body, of which the Soil Association is the largest in the UK.

Other schemes have no statutory basis, but do still require some level of independent accreditation - for example, products qualifying to carry the Fairtrade logo have been accredited by the Fairtrade Foundation.

Fairtrade

The Fairtrade Mark is a consumer label that appears on products as an independent guarantee that producers in poor countries are getting a better deal. For a product to display the Fairtrade Mark it must meet international Fairtrade standards set by the international certification body Fairtrade Labelling Organisations International. Producer organisations that supply Fairtrade products receive a guaranteed minimum price that covers the cost of sustainable production and an extra premium that is invested in social or economic development projects. The Fairtrade Foundation supports cafes and restaurants in stocking Fairtrade products, including teas, coffees, hot chocolate, sugar and bananas, all at competitive prices. It also runs an Out of Home Directory that lists nationwide suppliers who are registered with the Fairtrade Foundation to supply the out of home market.

Contact: Fairtrade Foundation, Room 204, 16 Baldwin's Gardens, London EC1N 7RJ

Tel: 020 7405 5942; Fax: 020 7405 5943; email: commercial@fairtrade.org.uk

Web: www.fairtrade.org.uk/get_involved_cafe.htm

Freedom Food

Freedom Food is a scheme set up by the Royal Society for the Prevention of Cruelty to Animals (RSPCA) to improve animal welfare. Meat, eggs and dairy products are available from animals reared, transported and

slaughtered in accordance with the RSPCA's welfare standards based on their 'five freedoms'. Currently, Freedom Food's 2,200 members include farmers, hauliers, processors and abattoirs. The organisation has also started to look at the application of the logo to restaurants. Although Freedom Foods does not accredit the restaurants themselves, restaurants such as Revolution and Loch Fyne already use the logo to show the animal welfare provenance of some of their menu items.

Contact: Freedom Food Ltd, Wilberforce Way, Southwater, Horsham, West Sussex RH13 9RS.

Tel: 0870 7540014; Fax: 0870 7530015

Web: www.freedomfood.co.uk

'Local to London'

One of the ideas being explored by the Food Strategy Unit of the London Development Agency, to help meet the objectives of the Mayor's London Food Strategy, is the creation of a provenance accreditation scheme to identify food grown locally to London and with sustainable production criteria. This could be called 'Local to London'. It could be a means of differentiating and marketing local and sustainable produce for the London market, and support the planned work on sustainable food infrastructure (see page 35).

To find out more about developments of this nature, contact London Food Link (see above). Keep track of developments relating to the London Food Strategy by visiting: www.lda.gov.uk/londonfood

Marine Stewardship Council

The Marine Stewardship Council (MSC) is an independent not-for-profit organisation that identifies and certifies well-managed sustainable fisheries. It also aims to encourage consumer preference for seafood products bearing the MSC label, whose provenance is traceable by means of Chain of Custody certification. One restaurant interviewed for this report uses MSC certified fish (Duke of Cambridge, Islington). Although the scheme has been more widely adopted by UK supermarkets than the restaurant trade, it is catching on in restaurants in other countries. Recent successes include MSC-certified fish in Japan; and in Quick Restaurants, Belgium's most popular burger chain with a new 'King Fish' burger made from New Zealand hoki fillets.

Contact: Amy Williams (commercial outreach), Marine Stewardship Council, 3rd Floor Mountbarrow House, 6-20 Elizabeth Street, London SW1W 9RB. Tel: 020 7223 3578; Email: amy.williams@msc.org; Web: www.msc.org

Rainforest Alliance

The Rainforest Alliance is an international scheme based in America and working with foresters, farmers and tour operators in more than 50 countries to ensure that their goods and services are produced in a way that promotes environmental protection and social benefits for indigenous communities. Products must have been grown and harvested on farms that comply with Rainforest Alliance standards for sustainability. Accredited products include coffee, bananas, cocoa, citrus, flowers, pineapples, passionfruit, chocolate and orange juice. In this report, Pod Foods is a London café and catering business that uses Rainforest Alliance produce.

Contact: Rainforest Alliance, 665 Broadway, 5th Floor, New York NY 10012-2331, USA. Tel: 001 212 677 1900; email: agriculture@ra.org; web: www.rainforest-alliance.org

Soil Association

The Soil Association is the largest and best-recognised organic accreditation scheme in the UK. Restaurants and caterers can register for organic certification with the Soil Association and receive support for buying and marketing organic produce and a listing in the "where to eat out organically" guide. The menu does not have to be 100% organic for the certification - three levels of certification are available:

- Organic individual menu item(s) such as 'organic beef'.
- Organic dishes, for example organic lasagne. A minimum of 95% of the agricultural ingredients of a dish must be organic.
- 100% organic operation where all ingredients are organic apart from those which are not available organically, such as salt and baking powder.

See: www.soilassociation.org/web/sacert/sacertweb.nsf/B3/restaurants_and_caterers.html

Vegetarian Society Food & Drink Guild

Restaurant members of the Vegetarian Society's Food and Drink Guild have been vetted by The Vegetarian Society to ensure that they have a clear understanding of the requirements of a vegetarian lifestyle. Restaurants must offer a reasonable choice of vegetarian dishes and submit their recipes to The Vegetarian Society for checking. They can then display a logo and be promoted to Vegetarian Society members.

The Vegetarian Society, Parkdale, Dunham Road, Altrincham, Cheshire, England WA14 4QG. Tel: 0161 925 2000; Fax: 0161 926 9182; web: www.vegsoc.org/info/eatingout.html

5.5 Waste management services and advice

East London Community Recycling Partnership

The East London Community Recycling Partnership (ELCRP) runs a commercial food waste recycling scheme that may be of particular interest to restaurants and caterers operating in East London. Its system allows kitchen and catering waste, including cooked meat and fish, to be collected on a regular basis from business premises. A 'Natural Pathogen and Odour Control' system stops rotting, reduces bad odours and deters infestation by flies or maggots. The system turns food waste into compost in just 14 days. ELCRP also publishes a free online directory to help people find out how to recycle materials including paper, batteries, cans, computers, furniture, mobile phones, motor oil, clothing, furniture, wood and printer cartridges.

Contact: The Recycling Centre, 6 Muir Road, Nightingale Estate, London E5 8PG. Tel: 020 8986 5608; Fax: 020 8510 9537; email: sonia@elcrp-recycling.com; web: www.elcrp-recycling.com

FareShare 1st

FareShare 1st is a social enterprise helping the food and drink industry towards an environmentally and sustainable solution of disposing with its entire food and drink surplus. FareShare 1st tailors its activities to an individual company's need, the surplus food offered first to local charities through the FareShare network (redistribution to vulnerable people in the community), followed where appropriate by commercial re-sale and finally, any residual product disposed of through the greenest route possible, such as composting.

Contact: FareShare, Unit H04, Tower Bridge Business Complex, 100 Clements Road, London SE16 4DG. Tel: 020 7394 2468; Fax: 020 7394 2464; email: enquiries@fareshare.org.uk; web: www.fareshare.org.uk

Loop Recycle

Loop is principally a recycling company that specialises in the delivery of 'closed loop' solutions for business and the public sector. It operates across London and the South East.

Contact: Loop Recycle, 19 Bow Enterprise Park, Cranwell Close, Bow. E3 3QY. Tel: 020 3229 1097; Fax: 020 7719 8053; email: info@looprecycle.co.uk; web: www.looprecycle.co.uk

London Community Recycling Network

London Community Recycling Network (London CRN) is a not-for-profit organisation that supports and represents London's existing and emerging Community Recyclers. Projects featured on its website include:

- London Compost Network
- London Furniture Reuse Network
- ENhance, which helps enterprises working in the recycling, remanufacturing, reuse, reprocessing and refurbishment sector across London

Contact: The Grayston Centre, 28 Charles Square, London. N1 6HT. Tel: 020 7324 4690; email: info@lcrn.org.uk; web: www.lcrn.org.uk

London Remade

London Remade develops markets for recycled content products, provides tailored support to help green enterprises and introduces green practices to existing businesses. It also acts as a consultant to London boroughs to improve recycling waste management. The ultimate aim is to transform London's waste into a reusable resource, to create viable everyday products and reduce the impact on landfill. One of its areas of work is the Organics Programme, including:

- The London Remade / Cleanaway Organics Eco Industrial Site - a 50,000 tonnes per annum showcase facility in Rainham, London Borough of Havering, to demonstrate a range of composting processes and provide training and awareness events to promote peat-free organic composts.
- The West London Urban Composting Project - a pilot project to collect organic kitchen waste from 3,800 households across the London Boroughs of Brent, Ealing, Hounslow and Richmond and local Sainsbury's stores.

Contact: London Remade, 1 Quality Court, Chancery Lane, London WC2A 1HR. Tel: 020 7061 6360; Fax: 020 7061 6391; email: info@londonremade.com; web: www.londonremade.com

Waste not, want not

Food waste constitutes the largest single proportion of all municipal waste, which is why the Mayor's London Food Strategy includes the need to reduce food related waste for households, commercial and public organisations (see box on page 7). It is estimated that a massive two-thirds of waste sent to landfill is biodegradable and could be composted or used to generate gas for energy. Whilst the number of sites approved for landfill is rapidly declining, the volume of waste being produced is ever-increasing. As well as problems with running out of space, decomposition of solid waste emits methane, which is a potent greenhouse gas.

The Duke of Cambridge, the world's first certified organic pub, opened in December 1998, and is a leading advocate of sustainable business practice in the food sector (see case study on page 54). To reduce the size of its ecological footprint, the Duke of Cambridge gastropub also recycles almost all of its waste. Glass, paper, plastic bottles, and other kinds of waste are sent to recycling plants from the restaurant. Food waste (cooked and uncooked) is collected three times a week by a private waste recycling company (Loop Solutions) and it is sent for composting. Used cooking oil is also being collected once every three months by a different company that collects a minimum of 200 litres per collection, which is then being converted into make-up. The restaurant is committed to waste minimisation and recycling to the extent that it will change the types of packaging it uses to those that can either be reduced, recycled or composted. Similarly, at Chop'd in Leadenhall Market in the City of London, Jasper Wight is introducing compostable packaging.

Acorn House restaurant, run by Arthur Potts Dawson, also has a special commitment to recycling as much as possible, and avoiding sending waste to landfill. Arthur's staff members are taught about the importance of recycling and composting as part of their training process, and Acorn House has invested in a wormery to deal with compostable waste. The restaurant also plans to provide educational activities for schools on healthy eating, recycling and composting.

For information about reducing Waste at Work, see the Waste Watch online information service: www.wasteonline.org.uk/resources/InformationSheets/WasteAtWork.htm

5.6 Training opportunities

Academy of Culinary Arts

Founded in 1980, the Academy of Culinary Arts, is Britain's leading professional association of head chefs, pastry chefs, restaurant managers and suppliers. It is concerned with raising standards and awareness of food, food provenance, cooking and service. It also aims to help the new generation of young industry people with an education and training programmes and the provision of career opportunities.

Contact: Academy of Culinary Arts, 53 Cavendish Road, London SW12 0BL. Tel: 020 8673 6300; Fax: 020 8673 6543; email: info@academyofculinaryarts.org.uk; web: www.academyofculinaryarts.org.uk

Asian and Oriental School of Catering

This is a training establishment dedicated to Asian and Oriental food, working with keen amateurs and people interested in setting up their own food business. It can provide information and practical advice on preparing and cooking dishes, and developing and accrediting managers, chefs and restaurant staff.

Contact: Asian and Oriental School of Catering, Hackney Community College, Falkirk Street, London N1 6HQ. Tel.: 020 7613 9292; Fax: 020 7613 9382; email: info@spice-train.com; web: www.spice-train.com/courses.htm

Billingsgate Seafood Training School

The Billingsgate Seafood Training School is located in Billingsgate Fish Market. It is a charitable company aiming to promote awareness of fish among young people and to increase, by way of professional courses, the knowledge of those already working in the industry in such areas as fishmongering, supermarkets, restaurants, hotels and general public demonstration courses. The programme has recently teamed up with the Marine Stewardship Council and Marine Conservation Society to begin to integrate fish sustainability information into their work.

Contact: Billingsgate Seafood Training School, 30 Billingsgate Market, Trafalgar Way, London E14 5ST. Tel: 020 7517 3548; web: www.seafoodtraining.org

Leon Restaurant

Five restaurants, in Carnaby Street, Ludgate Circus, Brompton Road, the Strand and Spitalfields - in and around Central London

Henry Dimbleby is the co-founder of the Leon chain of restaurants, which was set up with the founding concept of providing healthy, nutritious fast food. Henry believes that there is no reason why fast food should be bad food. His team works hard to ensure that Leon provides 'proper food' at realistic prices. Henry explains that the inspiration for Leon came about when he was "standing in front of a neon-lit chiller cabinet faced with either greasy food or sandwiches. It was a case of working out which one I'd least mind having to eat."*

Henry set up Leon with John Vincent and Allegra McEvedy, and the team has opened five restaurants in a little less than two years, all in London. The first opened in July 2004 in Carnaby Street, serving 800 covers a day and turning over nearly £25,000 every week; the second about a year later at Ludgate Circus, achieving similar receipts; the next three were opened in Knightsbridge, Spitalfields Market and the Strand - in 2006 and 2007. The Leon team has ambitious plans for expansion, with 9 more restaurants planned for this year, including outside London; and long-term plans to achieve 2,000 branches worldwide by 2020. They have already received interest in taking the Leon brand to America.

The London locations were chosen for the high volume of people passing every day - mainly office workers and shoppers, who provide a regular market for Leon's fresh and healthy fast food.

The food buying policies at Leon embody sustainability principles. As well as a commitment to healthy food, Henry is also keen to ensure that food purchases are ethical and environmentally sound. Fruit available in Leon, for example, has not been air-freighted. Coffees and teas are Fairtrade certified. Meanwhile, cod is off the menu due to its status as a species at risk from over-fishing, and the chefs have created recipes using more sustainable species such as mackerel. The restaurant chain also has a target of sourcing at least 70% of its food from within the UK, and 90% from within Europe, having achieved 63% and 84% so far.

However, the Leon team has found that they are often faced with difficult trade-offs when trying to balance sustainability considerations with the practicalities and financial restrictions of running a food business in a highly competitive market. For example, because of its commitment to serving good food at affordable prices, Leon has also faced a challenge in trying to buy food produced to the highest environmental standards. When they looked into buying organic chicken, to meet environmental and animal welfare principles, they discovered that this would

* Caterer and Hotelkeeper, 22-28 June 2006, *Leon restaurant group: 21st century take-away*, see: www.caterersearch.com/Articles/2006/06/22/307329/Leon+restaurant+group+21st+century+take-away.htm

LEON

LONDON
UK



FLAVOURS
FROM NATURE

Leon aims for high ethical values

Leon is currently working to create a balance of four key sustainability factors in its food purchases and business practices:

- Environment
- Health of customers
- Animal welfare
- Those less fortunate

Co-founder Henry Dimbleby (son of broadcaster David Dimbleby) also believes that as the restaurant chain grows, it will be able to make a greater and more lasting impact on sustainable food chains: *"Once you get to a certain size," he says, "you can actually start investing in farms. You can ask your chicken farmers to become properly free-range, because you can promise them a guaranteed amount of business."*

For the Leon Restaurants website, see:
www.leonrestaurants.co.uk

push the price of some of their lunchtime products far too high for them to remain competitive with their regular customers - going against their principle of maintaining low prices to ensure that their healthy food is accessible. Instead, they took a hard decision to go only part-way towards their animal-welfare and equality goals, and have settled for free-range chicken. As Henry says, *"We cannot go down the organic route at the moment because that would push our prices up by too much. We would then become part of a niche market for rich people, when what we want to do is feed as many people as possible."*

Henry explained that they sometimes face other ethical quandaries, such as: "Do we source locally and seasonally, or do we source Fairtrade or organic from further afield?" The restaurant has also faced challenges in trying to work out what are the best materials to serve their take-away

food in: "Is composting biodegradable plastic better than recycling non-biodegradable plastic?" The choices are not always clear. However, Leon does have a strong commitment to adopting good waste management practices - seeking out suppliers of recycled packaging, and planning to install separate bins for glass and plastics.

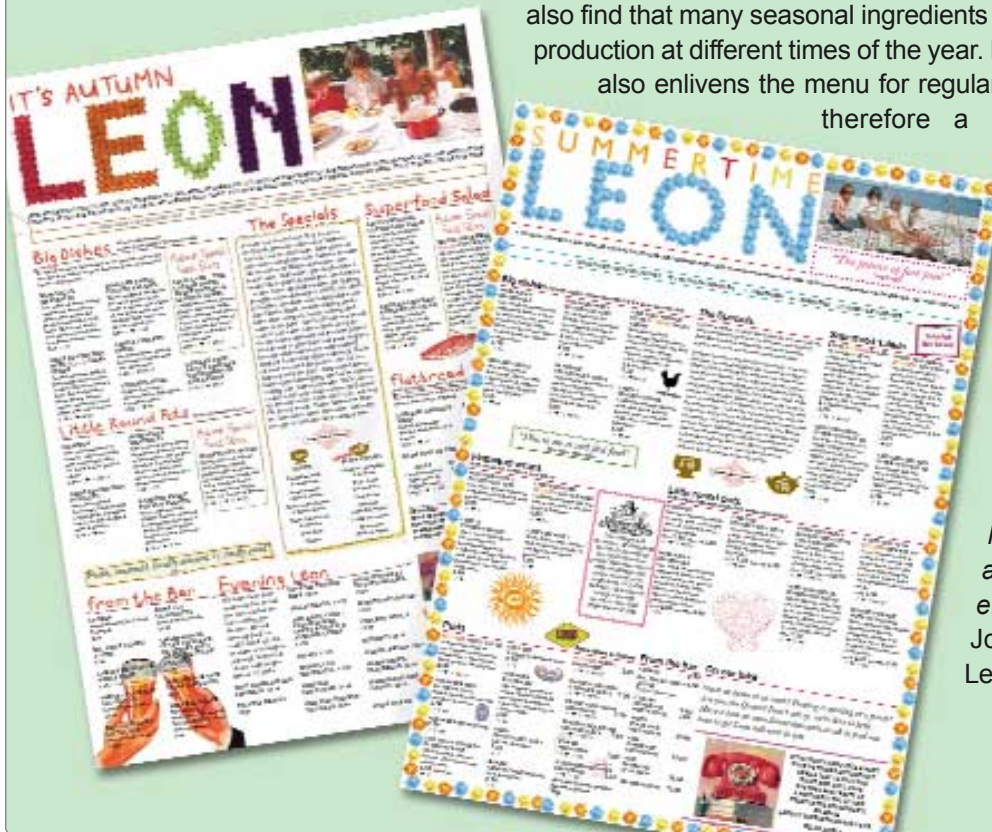
Seasonality, however, remains a core value in the ingredients of Leon's healthy fast food, reflecting the restaurant chain's commitment to choosing food that is better for the environment and supports local and UK farmers and food suppliers. At first, Leon worked with about 30 different suppliers; however this has now been cut to around 15 - reflecting the practicalities of dealing with the paperwork and organisational detail of a company in rapid expansion. For environmental and organisational reasons, Leon also wanted to cut the number of deliveries they received each day. To meet this need, some of Leon's smaller suppliers deliver to another supplier, who then makes a single delivery to Leon, to make most efficient use of their vehicles. Vegetables are from Chefs' Connection in Covent Garden; cakes are from a farm in Dorset that buys most of its ingredients - wheat, butter and eggs - from within a three-mile radius; meat is from local suppliers; mackerel is the only fish on the menu, due to sustainability concerns for other fish species; and *"If we can't get English strawberries, then we won't source them from outside UK, we just don't sell them,"* says Henry.

Seasonality is central to the design of Leon's menus

Leon's healthy fast food menu is designed around seasonality, reflecting the chain's explicit commitment to choosing food that is better for the environment and supports local and UK farmers and food suppliers. They also find that many seasonal ingredients are cheaper, due to gluts of production at different times of the year. Emphasising seasonal food also enlivens the menu for regular customers. Seasonality is

therefore a dominant theme in the graphical design of the restaurant and menus, to help communicate these ideas to customers in an engaging way.

"At Leon, our objectives are very clear. We want to serve great-tasting food, that does you good, that has as positive an impact as possible on the environment and farms."
John Vincent, co-founder, Leon restaurants



Sustainability principles are communicated to customers on the menu, but in a light and engaging way. The menu and website also have lots of information about the health benefits of fresh food, fruit ingredients and lower fat options. Staff training on such issues is important to Leon, which has produced an extensive training scheme and information pack. They have found that communicating the principles to staff has been very worthwhile, with high staff loyalty, and a large number of applications whenever they advertise a post. *"We attract people who like to be working for a cause,"* explains Henry. *"Generally, around half of applicants are already interested in what Leon stands for. Our staff get very excited about what Leon is doing."*

FILM THEATRE



Appendices

Appendix 1: Guidance notes used for restaurant interviews

Introduction: We are carrying out a piece of research into the restaurant sector in London. The report will take an in-depth look at the restaurant sector in London. It will provide an overview of the characteristics of the industry, and its strengths, weaknesses and changing role. It will look at the impact of current trends, and will recommend actions for ensuring Londoners enjoy a vibrant, healthy and sustainable restaurant scene for many years to come.

This report will provide information on how we can increase the amount of sustainable food in London's restaurants, and to understand the context of this issue in relation to the other factors affecting London's restaurants. This will help direct the actions of London Food Link in its work with restaurants in the coming years.

Note: The following questions helped to direct the interview, but the interviewer was free to allow the conversation to cover sustainability-related topics of interest to the individual interviewee (usually the restaurant owner, manager or head chef).

Running a restaurant

1. Restaurateur's reason for opening restaurant.
2. What are the pros and cons of having a restaurant in London / in your chosen location? Prompts: Large amounts of potential custom; very different appetites

Suppliers

3. Who are your suppliers. How many do you have? How long have you used them for?)
4. Has the number of suppliers increased or decreased over the years?
5. For what reasons? Prompts: cost, time, convenience, reliability?
6. What do you value most about your current suppliers?
Have they offered you sustainable produce - do they prompt you to think about it?
7. Are there any other challenges of running a restaurant in London? Prompts: crime, staff turnover, staff skills, rents.

Ingredients/cooking

8. How much of the food is prepared from scratch? (percentage or proportion)
9. Are any of the ingredients you buy in ready-prepared? Prompt: sauces, pre-peeled or chopped vegetables, ready-mashed potatoes.
10. Do you consider the amount of fat, sugar, salt in your cooking?
11. Which of the following issues do you consider, if any? Seasonality; Local food; organic; free range; animal welfare standards; adulterated foods (e.g. chicken tumbled in beef proteins; additives); special dietary needs (e.g. vegetarian; vegan; halal; kosher; allergies).
12. (a) Does the restaurateur / chef think profit can be made if this produce is used?
(b) What else might help you promote your sustainable choices? Prompts: recognisable standard/logo for window (mention logo specifically if not raised); sustainable food trade association or green restaurant association; make it easier/cheaper to get; supply chain assistance (also from existing suppliers); EHO/local councils support and awards scheme (prizes).

Customers

13. When did you last refurbish your premises?
14. Do customers ask about where the food comes from (as mentioned above).
15. What is the main factor that makes customers come here? Prompts: design of restaurant; quality of cooking/ingredients; convenience of location; press review, etc.
16. Restaurateur's future plans? Prompts: refurbishment; expansion; closure; diversification; sustainable produce, etc.
17. Restaurateur's wish list for policy makers / local council.
18. What publications do you read to inform you about the restaurant sector?
19. Is there anyone else you would recommend us talking to, particularly suppliers?

After the interview: Do you see any materials - menus, displays on walls about sustainability, etc.? Also check the website.

Appendix 2: Guidance notes used for consumer interviews

Introduction: We are carrying out a piece of research into the restaurant sector in London. The report will take an in-depth look at the restaurant sector in London. It will provide an overview of the characteristics of the industry, and its strengths, weaknesses and changing role. It will look at the impact of current trends, and will recommend actions for ensuring Londoners enjoy a vibrant, healthy and sustainable restaurant scene for many years to come.

This report will provide information on how we can increase the amount of sustainable food in London's restaurants, and to understand the context of this issue in relation to the other factors affecting London's restaurants. This will help direct the actions of London Food Link in its work with restaurants in the coming years.

Note: The following questions helped to direct the interview, but the interviewer was free to allow the conversation to cover sustainability-related topics of interest to the individual interviewee (people interviewed in the street, or eating out).

1. How often per week do you eat food that you haven't prepared yourself, i.e. restaurant, take-away, sandwiches, café, etc? (out of average 21 meals per week)
2. How much on average do you spend on food eaten out?
(choose from: under £20; £20-40; £40-70; £70-£100; over £100)
3. What factors do you consider when you choose to eat out?
 - a. Atmosphere/design of restaurant
 - b. Presentation of food
 - c. Quality of the cooking/ingredients
 - d. Cost
 - e. Healthiness of food
 - f. Special dietary needs, such as vegetarian, halal, kosher
4. When you buy your groceries, do you consider the following issues?
 - a. Seasonality
 - b. Local food
 - c. Organic
 - d. Free range (animal welfare standards)
 - e. Adulterated foods (e.g. chicken breasts, mechanically recovered meat)

5. Do you feel you have enough information on these issues when you eat out?
6. Do you feel that any of the information you receive is misleading?
7. What sort of information would you like to see when you eat out?
 - a. Standards/logo in window
 - b. Information on menus
 - c. Information on website
8. Have you seen examples of such information that you could tell us about?
9. Would you pay more if you knew the restaurant was working to standards that you care about?
10. Why do you think that people who spend extra money on purchasing organic/free range foods from supermarkets put up with produce of unknown origin when they eat out?

Appendix 3: Contact details of restaurants and caterers interviewed

Acorn House

69 Swinton Street
Clerkenwell
London WC1X 9NT
Tel: 020 7812 1842
Web (for Bliss Restaurant Consultancy
run by Arthur Potts Dawson:
www.blissrc.co.uk/services.htm)

Anchor and Hope

36 The Cut
London SE1
Tel: 020 7928 9898
Email: anchorandhope@btconnect.com

Big Easy

332-334 Kings Road
Chelsea, London SW3 5UR
Tel: 020 7352 4071

Blueprint Café

Design Museum
Shad Thames
London SE1 2YD
Web: www.conran-restaurants.co.uk/restaurants/blueprint

Bodrum Okabasi

47 Upper Street
Islington
London N1 1RU
Tel: 020 7288 2779

Café Spice Namaste

16 Prescott Street
Tower Hill, London E1 8AZ
Tel: 020 7488 9242
Web: www.cafespice.co.uk

Chand's Kitchen

A, 8 Village Way East
Harrow, London HA2 7LU
020 8866 6336

Chop'd

1 Leadenhall Market
London EC3
Web: www.chopd.co.uk

Clarke's

124 Kensington Church Street
Notting Hill
London W8 4BH
Tel: 020 7221 9225
Web: www.sallyclarke.com

Cru

2-4 Rufus Street, Hoxton
London N1 6PE
Tel: 020 7729 5252.
Web: www.cru.uk.com

David's Deli

341 West End Lane
London NW6 1RS
Tel: 020 7433 8383

Dorset Square Hotel

39 Dorset Square,
London NW1 6QN
Tel: 020 7723 7874
Email: info@dorsetsquare.co.uk
Web: www.dorsetsquare.co.uk

Duke of Cambridge

30 St Peters Street,
Islington, London N1
Tel: 020 7359 3066
Web: www.sloeberry.co.uk/duke.html

Konstam

Konstam at the Prince Albert
2 Acton Street, London WC1X 9NA
Tel: 020 7833 5040
Web: www.konstam.co.uk

Leon

(Branches in: Spitalfields, Carnaby Street, Ludgate Circus, Brompton Road)
35 Marlborough St. London W1F 7JE
Tel: 020 7437 5280
Web: www.leonrestaurants.co.uk

Mal Maison

(Branches around the UK)
Charterhouse Square
London EC1M 6AH
Tel: 020 7012 3700
Email: london@malmaison.com
Web: www.malmaison-london.com

Moshi Moshi

(Branches in: Liverpool Street, Canary Wharf, Broadgate Circle, Ludgate Circus and in Brighton)

Head Office, 7-8 Limeburner Lane
London EC4M 7HY
Tel: 020 7248 1808
Web: www.moshimoshi.co.uk

One Aldwych (Hotel)

London WC2B 4RH
Tel: 020 7300 1000
Web: www.onealdwych.co.uk

Pizza Rock

372 Kings Road, London SW3 SUZ
Tel: 020 7352 5993

Pod Foods

162-163 London Wall
London EC2M 5QD
Tel: 020 7256 5506
Web: www.podfood.co.uk

Pret a Manger

(Branches around London)
Head Office, 1 Hudson's Place
London SW1V 1PZ
Tel: 020 7827 8888
Web: www.pret.com

Rivington Grill Bar Deli

(Branches in Shoreditch and Greenwich)
28-30 Rivington Street, Shoreditch
London EC2A 3DZ
Tel: 020 7729 7053 (Shoreditch)
Web: www.rivingtongrill.co.uk

S&M (Sausages & Mash)

(Branches in Spitalfields, Essex Road and Notting Hill , Portobello)
Head Office
48 Brushfield Street
London E1 6AG
Tel: 020 7287 7222
Web: www.sandmcafe.co.uk

Sarracino

186 Broadhurst Gardens
West Hampstead
London NW6 3AY
Tel: 020 7372 5889

Small Fish

(now ceased trading as a food outlet)
329 Old Street
Hoxton
London EC1V 9LE
Tel: 020 7739 7502
Web: www.smallfish.co.uk/shop/about

Stoshus

230 Hornsey Road
Holloway
London N7 7LL
Tel: 020 7619 0959
Web: www.stoshus.co.uk

The Gallery West End Lane

190 Broadhurst Gardens
West Hampstead
London NW6 3AY
Tel: 020 7625 9184

The House Pub & Dining Room

63-69 Canonbury Road
London N1 2DG
Tel: 020 7704 7410
Web: www.inthehouse.biz

The Mailcoach

1 Camomile Street
The City
London EC3A 7BH
Tel: 020 7626 2285

Tokyo Diner

2 Newport Place
London WC2H 7JJ
Tel: 020 7287 8777
Web: www.tokyodiner.com *(requires Japanese script reader for some parts of this site)*

Walnut Restaurant

280 West End Lane
London NW6 1LJ
Tel: 020 7794 7772
Web: www.walnutwalnut.com

Waterloo Bar & Kitchen

131 Waterloo Road
London SE1 8UR
Tel: 020 7928 5086
Web: www.barandkitchen.co.uk

One Planet Dining

London's growing market for
eating out sustainably

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Sustain: The alliance for better food and farming is a registered charity which advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. We represent around 100 national public interest organisations working at international, national, regional and local level.

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94 White Lion Street, London. N1 9PF
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www.sustainweb.org

Sustain Registered Charity No: 1018643

