Duurzaam omgaan met voedsel

9 mei 2017

Joost de Vos
Anna de Visser-Amundson
What is SUSTAINABILITY?
Reason and relevance

New curriculum
High demand from students
Government regulations
Our own ambition
It is expected of us

It is expected of us
Sustainability it is a “nubilous” word...

Do we exactly know what we mean with this word? The word sustainability has been introduced in 1972 during the United Nations Conference on the Human Environment in Stockholm Sweden. In 1987 the term sustainable development was coined in the paper ‘Our Common Future’ released by the Brundtland Commission. They took a more holistic approach. Their description of sustainability was:

“Sustainable development is the kind of development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Over the years the definition of sustainability has changed and evolved due to developments in technology and innovations.

As we move further into the 21st century, we at the Hotelschool The Hague believe that hospitality educators and students should adopt a more proactive participatory role in integrating environmental awareness into the food and beverage curriculum, our business and the community. With this manifesto we aim to create a Hotelschool The Hague food identity that reflects the nature and diversity of our region, pure and simple, while additionally focusing on culture, health, ethics, relationships with suppliers and most importantly excellent education for our students.

Five pillars
Create awareness and interaction

“Students graduating from culinary schools and young entrepreneurs starting food related businesses right now will see these changes unfolding throughout their careers. How do they need to prepare?” (Menu’s of Change, 2015)

Create awareness and interaction

- Our F&B "tells stories" and starts conversations
- Our F&B creates awareness, value and respect beliefs

Accumulates and shares knowledge

Our Vision: Hotelschool the Hague believes that it is important for our identity that our students and colleagues tell the “story” of our food and beverages; where do they come from, why do we serve these products, who has grown or produced them and what is the total environmental impact of the food and beverages that we serve?
Green Chefs save the World

The new Green Chef of the week

Hand Over

Perform Sustainability & Awareness tasks

Send e-mail to the new Green Chef

Report, Analysis
70 % Regional & 30 % Global

We are sourcing “inside out”

Think global but buy regional within the seasons

- We strive for 70 percent regional and 30 percent global
  **Our vision:** We are sourcing “inside out” to find the closest produced produce. Use regional, seasonally available ingredients as the norm, to minimize energy consumption in food production, transport and storage. To us, regional means “within a day’s drive”. If there is not a good regional alternative for a product we will try to source it as regional as possible.

- We respect the seasons to benefit, health and crop quality
  **Our Vision:** Eating in season means eating fruits and vegetables available locally when they’re ripe and fresh, full of flavour and nutrients. Eating in season allows us to indulge in the best tasting food while limiting the

**Our vision:** By using traditional cultural knowledge we

varieties we help to preserve, delicious, unique and interesting breeds and crops that have been embedded in our cultural heritage.
<table>
<thead>
<tr>
<th>Food Item</th>
<th>Description</th>
<th>Country</th>
<th>Miles</th>
<th>CO₂</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olive – Tomato Roll</td>
<td>Beef pastrami, pesto, mozzarella</td>
<td>Italy</td>
<td>1025</td>
<td>1419</td>
</tr>
<tr>
<td>Campremy Ciabatta</td>
<td>Norwegian salmon, little gem salad</td>
<td>Norway</td>
<td>812</td>
<td>1124</td>
</tr>
<tr>
<td>Jamon Grain Bread</td>
<td>Reypenaar cheese, rucola, jamon</td>
<td>Spain</td>
<td>1367</td>
<td>1892</td>
</tr>
<tr>
<td>White Parisienne</td>
<td>Limousin tartare, red chard</td>
<td>France</td>
<td>292</td>
<td>405</td>
</tr>
<tr>
<td>Hamburger Brioche</td>
<td>'Porta Bella' burger, shallot</td>
<td>Brabant</td>
<td>37</td>
<td>66</td>
</tr>
<tr>
<td>Asparagus Soup</td>
<td>White asparagus, grey shrimps</td>
<td>Limburg</td>
<td>124</td>
<td>172</td>
</tr>
<tr>
<td>Vitamin Wrap</td>
<td>Kiwi, lettuce, mint</td>
<td>New Zealand</td>
<td>11527</td>
<td>15954</td>
</tr>
<tr>
<td>Niçoise Salad</td>
<td>Tuna, green beans, olive</td>
<td>Sri Lanka</td>
<td>7242</td>
<td>10024</td>
</tr>
</tbody>
</table>

Dear colleague,
We hope that you have enjoyed your lunch. To make you aware of the CO₂ consumed we would like to ask you to fill out this form..

Now please add up your CO₂ consumption. Let this outcome be a starting point for you to be more sustainable in the future! We hope that we have made you aware about what you can do to make a better world… To be continued..!

Food miles awareness campaign example

Total CO₂ +

(The emission is based on distance only)
Plastic Bag Check

HTH will receive a new supply of **see-through plastic bags** for their waste bins. This way, the content of the trash will be transparent. The Green Chef of the week will be in charge of performing **spot-checks** on the content of the trash and analyse the bags:

• Are the trash properly separated?
• Are there any excessive wastes identified?
• The Green Chef will write a **1-page report** to improve
SUSTAINABILITY is a "nubilous" word, but for us it is about producing wholesome food without compromising future generations' ability to do the same. In order to do so, we have to LEARN.

- **Learn & Inspire**
  - Create awareness and interaction
    - Our F&B "talks the talk" and walks the walk conversations
    - Our F&B creates awareness, value and respect beliefs.

- **Environmental Support**
  - Respect & reduces environmental impact
    - We reduce food and packaging waste in the ecosystem mirrors
    - Our F&B choices protect ecosystems and biodiversity.

- **Acceptable & Transparent**
  - Material traceable and responsible supply chains
    - We are sourcing from suppliers that we know and trust, who respect our values and have similar values.
    - We respect future generations and the capability of generating sustainable returns.

- **Regional & Seasonal**
  - Their global but buy regional within the seasons
    - We source for 70 percent regional and 36 percent global.
    - We are sourcing "mileage" to find the closest produce possible.
    - We respect the services to benefit human health and crop quality.

- **Natural & Nutritional**
  - Buy organic or as environmentally friendly as possible
    - We buy organic from suppliers committed to a high standard of stewardship.
    - We do not serve foods with "hidden" ingredients, we strive to start from scratch.

"Sustainability is about awareness, working with products that will make you happy, that will provide us with food for thought and memorable gastronomical experiences."
## Hotelschool ’s top 15...

<table>
<thead>
<tr>
<th>Artikel omschrijving</th>
<th>Totaal inkoop 2015</th>
<th>Aantal colli</th>
<th>Totaal</th>
<th>Eenheid</th>
<th>Duurzaam?</th>
<th>Alternatief</th>
<th>Kosten alternatief</th>
<th>Verschil</th>
</tr>
</thead>
<tbody>
<tr>
<td>FR. VL. LL. OPSCHUIMMELK</td>
<td>€ 17.267,00</td>
<td>1579</td>
<td>18948</td>
<td>Liter</td>
<td>Nee</td>
<td>Arla bio volle melk</td>
<td>€ 21.600,72</td>
<td>€ 4.333,72</td>
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<td>G. WAEGH GESN. BELG 50 X 20 GR</td>
<td>€ 6.178,00</td>
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<td>700</td>
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<td>JA</td>
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<td>KIPS MINI SAKS LEVERWORST</td>
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<td>kilo</td>
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<tr>
<td>KIPS MINI FILET AMERICAN</td>
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<td>236</td>
<td>236</td>
<td>kilo</td>
<td>Nee</td>
<td>Filet Americain vers Bio</td>
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<td>€ 101,16</td>
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<tr>
<td>APPEL GRANNY SMITH</td>
<td>€ 2.834,00</td>
<td>418</td>
<td>1254</td>
<td>kilo</td>
<td>Nee</td>
<td>Elstar</td>
<td>€ 2.633,40</td>
<td>€ 200,60</td>
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<tr>
<td>CHIN MEISJE SOYA OLIE 20 LITER</td>
<td>€ 2.796,00</td>
<td>127</td>
<td>2540</td>
<td>Liter</td>
<td>Nee</td>
<td>Bio olie</td>
<td>€ 8.128,00</td>
<td>(€ 5.332,00)</td>
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<tr>
<td>G. WAEGH GESN. JONG 50X20 GR</td>
<td>€ 2.652,00</td>
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<td>343</td>
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<td>DRH SCHARRELEI BR L 90 ST</td>
<td>€ 2.219,00</td>
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<td>220</td>
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<tr>
<td>G.B. SCHOUTERHAM</td>
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<td>Beter leven Schouderham</td>
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<td>JA</td>
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<tr>
<td>PROMINENT SINAASAPPELSAP</td>
<td>€ 1.996,00</td>
<td>149</td>
<td>1788</td>
<td>Liter</td>
<td>Nee</td>
<td>Bio + Sap</td>
<td>€ 2.646,24</td>
<td>(€ 650,24)</td>
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<tr>
<td>CAMP KLUIT ROOMBOTER</td>
<td>€ 1.804,00</td>
<td>69</td>
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<td>Kilo</td>
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<td>CAMP HALFVOLLE MELK</td>
<td>€ 1.414,00</td>
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<td>Liter</td>
<td>Nee</td>
<td>Arla halfvolle melk</td>
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<tr>
<td>HOLL SLAGROOM</td>
<td>€ 1.281,00</td>
<td>249</td>
<td>249</td>
<td>Liter</td>
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<tr>
<td>PROMINENT APPELSAP</td>
<td>€ 1.946,00</td>
<td>147</td>
<td>1764</td>
<td>Liter</td>
<td>Nee</td>
<td>Bio + Sap</td>
<td>€ 2.610,72</td>
<td>(€ 664,72)</td>
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<table>
<thead>
<tr>
<th>€ 53.039,00, 14,9% Van totaal afname</th>
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<tbody>
<tr>
<td>€ 355.279,00, 100%</td>
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</tbody>
</table>
Sustainability \text{ NOT EQUAL } \text{ Expensive}
“Food is a lens through which we see the world, and increasingly our vision is focused on our health, the health of communities, and that of our planet. Through our food choices, we express our preferences, values, concerns, and aspirations all of which significantly impact the world around us” (Menu's of Change Annual Report 2015).

Hotelschool The Hague - LEARN- your ingredients checklist

With this tool we encourage you to check your F&B choices towards our Green Manifesto.

1. Fill in the name of the dish
2. Check the different columns upon our norms and ambitions
3. Find alternatives and redesign your dish

Initial dish description:  <FILL IN THE NAME OF THE DISH>

<table>
<thead>
<tr>
<th>INGREDIENT</th>
<th>Storytelling</th>
<th>Reduce food and packaging waste</th>
<th>Support local and social community</th>
<th>Protect ecosystems &amp; biodiversity</th>
<th>Traceable Supply Chains</th>
<th>Ethically accepted</th>
<th>Seasonality</th>
<th>&quot;Inside out&quot; procurement</th>
<th>Heritage breeds and heirloom crops</th>
<th>Organic or as environmentally friendly as possible</th>
<th>50% of the offer and 70% of the plate plant based</th>
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</thead>
<tbody>
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</tbody>
</table>

Redesigned dish:  <FILL IN THE NAME OF THE DISH>
Food Waste

One Third of The World’s Food Supply IS WASTED EVERY YEAR
AH Paprika oranje
per stuk
1.29
Threefold Problem
Environmental Problem

The volume of water used to produce lost or wasted food is equivalent to 3 x the volume of Lake Geneva.

Source: FAO
Social & Ethical Problem

Almost 800 million people go hungry every day...

Yet, we waste enough to feed 1.4 billion....
Economic Problem

In the US alone, food waste equals $160 billion .....
HTH ‘Rescue Food’ Project
farmedtoday Successfully delivered our first corporate order. Congratulations to @hotelschoolthehague for rescuing over 100kg of vegetables that would... meer
Rescued Soup Experiment
Soup Schedule x 8 weeks

<table>
<thead>
<tr>
<th>Days of the week</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rescued Soup</td>
<td>Tomato soup</td>
<td>Zucchini soup</td>
<td>Bell pepper soup</td>
<td>Celeriac soup</td>
<td>Mixed veggie soup (left overs)</td>
</tr>
<tr>
<td>Normal soup</td>
<td>Mushroom broth</td>
<td>Chicken soup</td>
<td>Beef broth</td>
<td>Tom yam</td>
<td>Mixed clear soup</td>
</tr>
</tbody>
</table>
Manipulations

Message Appeal:
Benefits = ‘Reasons to Buy’

1) Self Benefits -> what’s in it for me?

2) ‘Other’ Benefits -> what’s in it for the environment?
Self Benefits weeks: 1,3,5,7

RESCUED
!! TOMATO SOUP !!

Buy this soup now and enjoy soup with...

☑ THE BEST QUALITY
💡 NO ADDITIVES
☑ HEALTHY CHOICE

“Yippee” we have been saved!!

It is your choice to eat healthier!

Did You Know That 30% Of All The Food Is Being Wasted?!
Other Benefits weeks: 2, 4, 6, 8

RESCUED
!! TOMATO SOUP !!

Help the environment, buy this soup now and...

- UP-CYCLE FOOD TO → LANDFILL USE
- DECREASE CO2 EMISSIONS
- REDUCE WATER WASTAGE

“Yippee! I have been saved! As well as 424 liters of water!”

Wasting 1kg of beef = 50,000 liters of water wastage!!
Overall Results

2487 soups sold during the experiment.
1524 = 62% rescued soup
953 = 38% conventional clear soup
Results Manipulations

Self Benefits: 708 rescued soups and €1274.40
Results Manipulations

Other Benefits: 826 rescued soups sold and €1486,80
Results Manipulations

Difference: ‘Other’ benefits generated an increase of **16.67%** in sales in comparison to the self-benefits.
WHY?

- Norm driven behavior
- Public setting in a restaurant -> others can see my choice
- Choosing the rescued soup to help the environment is ‘the right thing to do’
- Other benefits is congruent with normative expected behavior (Green and Peloza, 2014)
Where do we go from here?

- *White* versus *Green Bowls*
Where do we go from here?

• Standard Message versus Reciprocity