



Our Food. Power of Good.



SUSTAINABILITY TOOLKIT

FOR FOOD AND DRINK EXPERIENCES AND HOSPITALITY



SUSTAINABILITY TOOLKIT

FOR FOOD AND DRINK EXPERIENCES AND HOSPITALITY

FoodNI and TourismNI

Introduction

Many people feel overwhelmed and powerless to help the planet, but when tourism and hospitality take a stand to act more sustainably, they give visitors the power to do so. This heavily influences people's decisions when eating out or when choosing an activity or experience. If they're choosing between two similar businesses and one offers a more sustainable experience, why wouldn't they pick one that is doing good for the environment and the people around them?

Visitors and locals alike are discerning about where they eat and how they spend their money. We are all much more aware that what we do will impact the environment around us and because of this we are keen to make more informed choices. We want to be sure that we are supporting the businesses that are doing their best to have sustainable practices and we are doing our bit to ensure minimum impact on the environment.

Making the switch to sustainable practices is therefore not only sensible for doing your part for the planet, but it also makes solid business sense. If you're unsure of where to start, have a read of this guide for advice. It will help you move your business forward into a more sustainable future.

What is a sustainable experience?

In Northern Ireland, we have a lot to be proud of. We have dramatic cliffs, rolling fields and beautiful landscapes and stunning coastlines and beaches. We also have some of the best food and drink in the world, confirmed by winning the accolade of the Best Food Destination Award in 2018 for 2018/2019 from the World Tourism Awards. Food experiences can harness the power of both the landscape and the fantastic local produce to their advantage.

In terms of sustainability, there are lots of practices that you can implement- some more obvious than others. In experience led tours, leaving nothing behind but a footprint, and ensuring all food and drink is local keeps food miles to a minimum. The focus is making sure that experiences limit their impact on the planet, from packaging to carbon foot print and much more.



Three basic principles-

A sustainable experience is a caring experience, where the providers are the hosts, and the visitor is treated as a guest, rather than a customer.

A sustainable experience is managed with the aim of preserving and developing the local culture, environment and economy. Planning is for the long, rather than the short term.

A sustainable experience requires knowledge of its history, traditions and values. Communication and collaboration between your stakeholders and the local community are key to the smooth running of any sustainable business. Co-operation and understanding are the very basis of sustainability, and the results should be beneficial to all.

When is good, good enough?

There is no specific point when a business can declare that it is totally sustainable, it is an ongoing journey and there is always room to improve. Therefore, it is important to set measures, to ensure you continue to improve and move forward.

The 12 Aims for sustainable tourism from UNWTO and UNEP(2005 www.unwto.org) are a good guide to track progress





What experiences might appeal to consumers in a sustainable space?

More and more, visitors want to experience local food and beverage based activities. They want a truly authentic experience and what better way to experience this than through locally sourced, seasonal food?

Visitors enjoy meeting producers, brewers, distillers and farmers. Food festivals, food trails, food tours and cookery schools are all high on the wish list and are a fantastic way to get an authentic immersion in local culture. These experiences are on the rise but there is definitely space for continued growth. Shifting the emphasis beyond food enthusiasts to the majority of food offerings available will increase the overall quality and availability of food and drink available.

With the rise of online social media, increasing the visibility of dishes at all food service levels, businesses should create their own niche and Unique selling point, by drawing on local history and culture, ensuring longevity in the marketplace. Articulating your story and treating each dish as a reflection of that can elevate each one to an experience and a memory. Now more than ever, it is time to showcase not just the ingredients but the nostalgia and history behind the menus and put the link between place and culture at the forefront of our tourism offering.

Today's visitor likes the sense of immersion from interactive participation, not just as a passive observer. They're looking for experiences that will deliver benefits such as learning new skills, cultural experience and physical/mental wellbeing. Visitors want to feel a connection with the places they visit – through the people they meet and the experiences they have. Increasingly, people want experiences that are impactful.

Global Trends –

Climate Conscious – driven by a growing awareness of the damage plastics are doing to the environment, businesses are shifting towards eco-conscious packaging, and single-use plastic is being replaced by multi-use and compostable.

Plant Based – the shift towards plant based eating continues to grow rapidly meaning businesses need to improve range and quality of menu offering to win customers and drive satisfaction.

Craft Food and Drink Pairing – More consumers are exploring food and drink combinations that enhance their sensory experiences beyond wine, with non-alcoholic beverages, craft beers, ciders and whiskey.

Small Plates – Dining out is changing, consumers are moving away from formal menu structures to a more convivial offering focused less on frill and more on flavour.



Benefits of Sustainable Food & Drink Food Experiences-

The benefits of focusing on sustainability are many and varied. Least of all it may be the difference between a discerning visitor choosing your business over another. Consumers are demanding more from businesses and are keen to understand that the choices they make have a minimal impact on the planet whilst providing the best experience possible. Pledging to sustainable practices also means reducing costs and reducing carbon footprints and also gives you a USP for positive stories about your business.

Suggestions for meaningful changes in your Food and Drink Experience –

Using local produce – Most food experiences will do this already and reap the rewards. Reducing the food miles is the obvious win here but it also has the added advantage that you can form meaningful relationships with your local suppliers. You will be able to sell their story as part of your experience, allowing the consumer a real insight into the produce they are sampling. It also allows the opportunity for collaboration with the producers, they may be keen to join your experience and discuss their produce first hand with your customers. Let's also not forget you are supporting the local industry and keeping the money in your local economy. One experience operator noted that she uses three local businesses in her tours, so each of these businesses benefit from her visitor footfall. This means that they also benefit from the exposure to clients they may not otherwise get and these customers often make purchases in their premises whilst on the tour.

Use recyclable packaging – As an experience, you may not be providing food in formal surroundings. If you are using disposable items to serve food you can ensure that these items are recyclable. If you offer water or drinks, ensure they are in glass bottles which are easier to recycle. Again, source all of these locally if possible.

Transport – If you are providing a tour, consider the use of an environmentally friendly source of transport – E-bikes, public transport and walking are all good options. There are tours that connect with our seas, rivers and lakes, taken in kayaks, giving a different perspective of the land we call home.

Research your partners – Many experience providers use partners to deliver and support their tours. You may collaborate with local hotels/restaurants and attractions as part of the experience. Ensure that partners are aligned with your values and are adopting sustainable practices within their businesses. Also check that their company policies align with your own business ethos. Their business practices reflect on you so ensure you are both committed to delivering the best experience possible.



Case Study of a local Food Experience –

Toast the Coast (Business owner Portia Woods)

Portia Woods runs a luxury Food Experience Tour 'Toast the Coast' which tours the Antrim coast showcasing the very best food and drink the area has to offer.

Portia's story –

It all started with a conversation about great delicious Northern Ireland food around a table with some new and old friends. One thing led to another and before long the foundations of, 'Toast The Coast' had been discussed. Having lived in Co Antrim all my life, I celebrated local food every day as a child, and continue to share fantastic local produce with my own family and friends. Whether it's been through picnicking to make the most of days off school, enjoying a traditional, heart-warming meal at home, or treating ourselves at one of the many hotel stops along the shore, my appreciation of local food has grown into a real passion.

Training as a World Host Food Ambassador, it suddenly gave me a drive to celebrate all things Northern Ireland with other people. To create a dedicated journey that others could experience what I have enjoyed about the fantastic food of Northern Ireland.





Portia strives to make every aspect as sustainably focused as possible –

- Actively checking on her partners to ensure best practise is followed all year round
- Using only local ingredients
- Using only disposable products that can be recycled – the water is supplied by a local company called Clearer Water and the bottles are glass.

Portia has also undertaken the Global Day of Action for the Climate pledge -
Global Day of Action for the Climate #COP26



Toast The Coast Pledge

1. Will not serve food products to food tour customers that contains Palm Oil or derivatives.
2. Will seek out local organic & chemical free products with support to farmers who do not use nitrates or antibiotics.
3. Will support businesses with food tour visits that demonstrate commitment to the local community, use of local food, sustainability, to the season, that minimise food mileage & carbon footprint.
4. Will always promote seasonal food cooking & serve to food tour guests, whilst supporting businesses who need guidance in maintaining or re-starting this ethos.
5. Will partner with business who have made their own carbon footprint & climate action pledges.
6. Will use sustainable packaging if need to use packaging, focusing on glass and no plastic, compostable and re-useable packaging. Using refill stores & refill containers.
7. Will recycle business & customer materials/waste when applicable.
8. Will communicate, conduct marketing & business operations at a 90 % digital operating level to reduce travel, carbon emission and need for printed paper & materials.
9. Will charge laptop & smartphone on home office solar panel system, aiming for 100% operating level.
10. Will minimise vehicle use for personal and business to business travel by at least 25% and condense location driven meetings into one to two working days per week.
11. Will have a maximum of two plane journeys per year.
12. Will seek out & roadmap an 8-year hybrid/battery or renewable vehicle fleet partnership for food touring requirements.
13. Will dispose of daily food, coffee granules and kettle water as recycled waste/feed to plants & herbs.
14. Will source daily food as a continued commitment to sustainable sources: local farm veg boxes, local farm butchered meet, local fish, local bakery and glass bottle returned farm milk.
15. Will continue weekly voluntary commitments that include promotion of slow food and environmental preservation.
16. Will reduce fast fashion use, sending clothing onward for reuse and sourcing sustainable materials & recycled material use in new clothing.
17. Will use silicone free shampoo to keep looking fresh!
18. Will include in every food tour & experience day, the story of local people, local groups and local business who are champions in protecting the local environment, sustainability, and climate change pledges.
19. Will keep informed of climate action recommendations & sustainability opportunities that can be applied to play a part as one person, encourage every person to take a step & take as many steps as possible to support climate action.

This pledge is something that Portia is passionate about but she also believes that starting with small changes can make a huge difference if all businesses play their part.



Below is a link to Tourism NI's visitor pledge. Businesses can sign up to this pledge as well.

<https://www.tourismni.com/build-your-business/opportunities-campaigns/makeagiantdifference/>

Hosted on the Discover Northern Ireland website, visitors are asked to show their support by signing up to the pledge and committing to the three core guidelines: Take Care of Each Other, Take Care of the Land, and Take Care of Local Businesses.

By taking the pledge, visitors are promising to take small steps that will make a giant difference to how we all enjoy and benefit from the many tourism experiences, local businesses and great outdoors across Northern Ireland.





How is regenerative tourism different to sustainable tourism?

More than sustainability, regenerative tourism **allows us to actively participate in reversing climate change and enriching communities...** While sustainable travel aims to “minimise the negative impacts of tourism”, regenerative travel addresses and repairs the harm that has been done. Covid 19 has given us all time to think about how we can positively change the planet and it has acted as a reset for many people. Consumers are now making decisions about travel, dining and experiences based on the ethos of the destination/restaurant/tour to ensure that their money is doing good for the planet.

In terms of what you can do as a business, incorporating some regenerative practices into your own experiences will demonstrate to your consumers that you are being responsible as a business.

Ideas for things you can do could include -

- If you take a walking tour near a beach you could include a beach clean-up as part of this experience.
- Planting trees or wild flowers as part of a tour is also a good interactive thing to do.
- Taking these steps acts as a USP for your business as well and sets you apart from other experiences that aren't actively giving back.



Corporate Social Responsibility

Corporate Social responsibility (CSR) is about the impact an organisation makes on society, the environment and the economy. Having an effective CSR programme contributes positively to all stakeholders as well as adding value for the organisation itself, and ensures it operates in a sustainable way.



In terms of what you can do –

- You could offer to take some school kids on a tour and make it an educational piece about local food, provenance and perhaps add in litter picking at the same time.
- Extra food from the tours could be given to church groups/homeless shelters and food banks. This could be an ongoing arrangement and you could perhaps make donate extra sometimes.
- Host an event in aid of a charity and donate all profits to the charity.
- Donate a small percentage of a tour/experience fee to a charity, maybe having a different charity each year.

Some other examples to consider including;

- Reducing carbon footprint
- Engaging in charity work
- Purchasing fair trade products
- Investing in environmentally conscious businesses
- Getting involved in volunteer work
- Improving labour policies



What Does Food Service Sustainability Mean?

Food service sustainability refers to food businesses minimising their impact on the planet, specifically by addressing issues like sustainable farming, their carbon footprint, shortening their supply chain, food wastage, packaging, water and energy consumption, recycling, and more. Not only does food service sustainability mean taking part in helping the environment, but it also means giving customers the opportunity to contribute to these positive efforts. People decide where to dine based on a business's values these days. It maximises their money's mileage and makes them feel like they're making a difference.

In fact, a survey carried out on behalf of the Sustainable Restaurant Association revealed that over **80% of respondents said that sustainability had been a deciding factor** when choosing where to go eat. Another survey, produced by CGA (an international data and insight consultancy, working in the eating and drinking out sector) in association with UKHospitality, found that **over four in five respondents (83%) expect hospitality brands to take part in sustainable practices**, and 41% even said they'd be willing to pay more for sustainable dining.

Being sustainable is therefore more than just a fad or a nice extra: it's a necessity for satisfying the needs of the current and future generations of diners. If you want customers to pick you over the competition, you've got to show that they're paying for more than just their plate.



Benefits of Sustainability in Restaurants

Aside from the obvious positive that is supporting the environment, becoming a sustainable restaurant brings a variety of benefits. These make adopting a sustainable strategy a worthwhile investment. Employees are increasingly choosing purpose-led businesses to work for, so by embedding sustainability at the heart of the business can really help in recruiting and retaining the talent you will need in your workforce to be competitive in the highly dynamic marketplace.

Start with small wins -

- Talk to your suppliers about reducing packages or find some that use less. Print menus on recycled paper and use black boards for specials menus. Replace paper napkins with cloth napkins.
- Use biodegradable bin bags for unavoidable waste.
- Compost food waste if you have a vegetable patch or herb garden.
- Swap out non-recyclable packaging where possible. Ask your suppliers to make this a priority
- Encourage staff and customers to monitor their water waste.
- Cut down/ monitor energy use. Install an energy tracker and see where it is possible to reduce energy use. Ask staff to be more aware of this too.
- Maintain equipment by thoroughly cleaning it and maintaining it in good condition to ensure it runs as efficiently and prolongs its life span.

Minimize your carbon mileage -

Look at using local suppliers and seasonal produce. This will have the added benefit of ensuring produce is as fresh as possible. Check to see if any of your providers do anything to offset their carbon emissions. Food NI and Taste of Ulster are at the forefront of promoting local food and drink and will be happy to and introduce you to local producers in your area. Through membership with Taste of Ulster you can avail of a wealth of information on local suppliers and you will be able to join Chef Steer Group days where you will go to producer's farms and places of business and see what they do first hand.

Forage or grow where possible –

Foraging is a great way of using Mother Nature's sustainable edibles. It is definitely a skill as you need to know what you are foraging for but once you know it is a fantastic free source of vitamin rich edibles to use in your business and as they are free, harvested responsibly, they are a good resource.

Remember to recycle -

You may have already reduced this if your supplier cut down their waste. Ensure you have all the correct bins for each type of waste and ask all staff to ensure they use these.



Reduce food waste -

The statistics on food waste from restaurants say that there is 2.87 million tonnes of waste (including food, packaging and other non-food waste) each year. Less than half of this is recycled. Food waste equates to 900,000 tonnes. 75% of this is avoidable and edible. Better Stock management and smaller portion sizes could reduce this drastically. Offering small and large portion sizes may help reduce waste from the plate. Wrap NI are working within the food industry, across the supply chain to take joint actions that reduce farm to fork food waste. Their current campaign - 'Guardians of Grub' has a host of free initiatives available to help the Hospitality and Food Service businesses reach their sustainability goals and become more profitable in the process. The 'Guardians of Grub' also offers free, practical tools to empower professionals across the Hospitality and Food Service sector to take a stand against wasted food. For more information contact sarah.mcgeough@wrap.org.uk

Waste no waste -

In a similar vein to the last point, look at ways to prevent waste from going to waste. For example, some restaurants join schemes where leftover ingredients can be sold cheaply or donated. Local Food Banks also take donations of short dated food (though not out of date) and this is another really good way of saving food from being wasted. Check with local hostels and homeless shelters as they are generally happy to take short dated food. There are apps that you can also use to redistribute any short-dated food – Olio is a good example of a mobile app for food-sharing, aiming to reduce food waste. It does this by connecting those with surplus food to those who need or wish to consume such food. The food must be edible; it can be raw or cooked, sealed or open.

Fareshare is another option, they often collect short dated food and distribute it to the needy.

Add more vegetarian and vegan options -

Encouraging consumers to take a more flexible approach to eating meat and fish can help relieve the pressure and also attract a new audience to your restaurant. Offering these options highlights how local, seasonal vegetables can be showcased and encourage people to eat more vegetables at home too. They are also very cost-effective dishes as you don't have the more expensive protein element of the dish, meaning more profit.

Upgrade your systems –

Upgrading your systems for capturing data and analysing it to make business decisions is crucial to make sustainability work for your business. You need to do more than look at how many covers you served or what your Gross Profit is and include Information on energy consumption, food waste etc. A system that provides this information will make it easy to understand where you can cut back and make these changes easier to apply.



SEASONALITY CALENDAR for Northern Ireland

what's in season from local farmers

AUTUMN

	SEPTEMBER		OCTOBER		NOVEMBER	
Vegetables	Beetroot	Parsnip	Beetroot	Onions	Beetroot	Leeks
	Broad Bean	Peas	Broad Beans	Parsnips	Broccoli	Onions
	Broccoli	Pepper	Broccoli	Peppers	Brussel Sprouts	Parsnips
	Brussel Sprout	Pumpkin	Brussel Sprouts	Pumpkin	Carrots	Peppers
	Carrots	Savoy	Carrots	Savoy	Celery	Savoy
	Celery	Scallions	Celery	Scallions		
	Cucumbe	Sweetcorn	Cucumber	Sweetcorn		
	Leeks	Tomatoes	Leeks	Tomatoes		
	Onions					
In Season	Cabbage	Potatoes	Cabbage	Potatoes	Cabbage	Potatoes
All Year	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage
	Lettuce	Soup Veg	Lettuce	Soup Veg	Lettuce	Soup Veg
	Mushrooms	Swedes	Mushrooms	Swedes	Mushrooms	Swedes
	Pamphrey		Pamphrey		Pamphrey	
Fruit	Bramley Apples	Raspberries	Bramley Apples	Pears	Bramley Apples	
	Plums	Strawberries	Dessert Apples	Raspberries	Dessert Apples	
Meat	Beef	Lamb	Beef	Lamb	Beef	Lamb
	Chicken	Pork	Chicken	Pork	Chicken	Pork
Other	Eggs	Oats	Eggs	Oats	Eggs	Oats
	Milk	Other Grains	Milk	Other Grains	Milk	Other Grains

what's in season from local farmers

WINTER

	DECEMBER		JANUARY		FEBRUARY	
Vegetables	Brussel Sprouts	Onions	Brussel Sprouts	Onions	Brussel Sprouts	Onions
	Carrots	Parsnips	Carrots	Parsnips	Carrots	Parsnips
	Celery	Savoy	Leeks	Savoy	Leeks	Savoy
	Leeks					
In Season	Cabbage	Potatoes	Cabbage	Potatoes	Cabbage	Potatoes
All Year	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage
	Lettuce	Soup Veg	Lettuce	Soup Veg	Lettuce	Soup Veg
	Mushrooms	Swedes	Mushrooms	Swedes	Mushrooms	Swedes
	Pamphrey		Pamphrey		Pamphrey	
Fruit	Bramley Apples		Bramley Apples		Bramley Apples	
Meat	Beef	Pork	Beef	Lamb	Beef	Lamb
	Chicken	Turkey	Chicken	Pork	Chicken	Pork
	Lamb					
Other	Eggs	Oats	Eggs	Oats	Eggs	Oats
	Milk	Other Grains	Milk	Other Grains	Milk	Other Grains



ULSTER FARMERS' UNION look for Northern Ireland produce

475 Antrim Road, Belfast, BT15 3DA
 Tel: 028 9037 0222 Fax: 028 9037 1231
 email: info@ufuhq.com www.ufuni.org

www.ufuni.org



SEASONALITY CALENDAR for Northern Ireland

what's in season from local farmers

SPRING

	MARCH		APRIL		MAY	
Vegetables	Brussel Sprouts	Onions	Carrots	Parsnips	Beetroot	Leeks
	Carrots	Parsnips	Cucumber	Savoy	Broad Beans	Parsnips
	Leeks	Savoy	Leeks	Scallions	Broccoli	Scallions
			Onions		Carrots	Tomatoes
					Celery	Turnip
					Cucumber	
In Season	Cabbage	Potatoes	Cabbage	Potatoes	Cabbage	Potatoes
All Year	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage
	Lettuce	Soup Veg	Lettuce	Soup Veg	Lettuce	Soup Veg
	Mushrooms	Swedes	Mushrooms	Swedes	Mushrooms	Swedes
	Pamphrey		Pamphrey		Pamphrey	
Fruit	Bramley Apples	Rhubarb	Bramley Apples	Rhubarb	Rhubarb	Strawberries
Meat	Beef	Lamb	Beef	Lamb	Beef	Lamb
	Chicken	Pork	Chicken	Pork	Chicken	Pork
Other	Eggs	Oats	Eggs	Oats	Eggs	Oats
	Milk	Other Grains	Milk	Other Grains	Milk	Other Grains

what's in season from local farmers

SUMMER

	JUNE		JULY		AUGUST	
Vegetables	Beetroot	Peas	Beetroot	Peas	Beetroot	Parsnips
	Broad Beans	Savoy	Broad Beans	Peppers	Broad Beans	Peas
	Broccoli	Scallions	Broccoli	Savoy	Broccoli	Peppers
	Celery	Tomatoes	Carrots	Scallions	Brussels Sprouts	Savoy
	Cucumber	Turnip	Celery	Tomatoes	Carrots	Scallions
			Cucumber	Turnip	Celery	Tomatoes
					Cucumber	Turnip
					Leeks	
In Season	Cabbage	Potatoes	Cabbage	Potatoes	Cabbage	Potatoes
All Year	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage	Cauliflower	Red Cabbage
	Lettuce	Soup Veg	Lettuce	Soup Veg	Lettuce	Soup Veg
	Mushrooms	Swedes	Mushrooms	Swedes	Mushrooms	Swedes
	Pamphrey		Pamphrey		Pamphrey	
Fruit	Bramley Apples	Rhubarb	Blackcurrants	Raspberries	Raspberries	Strawberries
	Gooseberries	Strawberries	Bramley Apples	Strawberries		
Meat	Beef	Lamb	Beef	Lamb	Beef	Lamb
	Chicken	Pork	Chicken	Pork	Chicken	Pork
Other	Eggs	Oats	Eggs	Oats	Eggs	Oats
	Milk	Other Grains	Milk	Other Grains	Milk	Other Grains



ULSTER FARMERS' UNION look for Northern Ireland produce

475 Antrim Road, Belfast, BT15 3DA
 Tel: 028 9037 0222 Fax: 028 9037 1231
 email: info@ufuhq.com www.ufuni.org

www.ufuni.org



Upgrade equipment to be eco-friendly -

By making the initial investment in more energy efficient equipment, you will save in the long run. Poorly maintained equipment will cost more to run and may be costly to fix if it breaks down.

Look after the mental health of your staff –

We are all aware of the toll hospitality work can have on staff, it is a demanding and fast paced environment. There are constant pressures, not to mention anti-social hours. Adopting new and dynamic working patterns can have been proven to have a huge benefit on staff's mental health and also their feeling of worth to the business because they are treated as valuable team members. Many businesses are offering chefs 4 days on/3 days off rotas. This allows for more family time and more ability to complete everyday tasks which can only be done during the day.

Many people have little idea of the huge opportunities within the industry, this is something we can all help to change.

The Burnt Chef is a project that offers help and resources to hospitality staff. There are local ambassadors in all areas or you can approach them directly. They offer support and help and are a fantastic industry resource. Making staff aware of this resource will offer them a safe and private place to turn, which is industry lead and understands the pressures staff are under.

Become involved –

The Sustainable Restaurant Association has a signature programme called 'Food Made Good' This is the SRA's programme for driving and sustaining a positive change across the global food service sector. Food made Good is the largest global community for driving sustainability in hospitality. This industry standard sustainability framework, Food made good rating and online community provides over 10,000 kitchens around the world with the tools they need to be leaders in sourcing and serving sustainable food and measuring progressive action.

This programme provides foodservice businesses with a manageable means of understanding, reviewing and acting on the issues that matter.

Ten key areas of sustainability are divided under three pillars – Sourcing, Society and Environment, reflecting the need to focus on the food that's sourced and served as well as the impact that has on the people growing, rearing, cooking and serving it, as well, of course, on the planet. For more information on this please visit The Sustainable Restaurant Association's website - <https://thesra.org/our-work/>

Every year the Food Good Awards recognise and celebrate the individuals and businesses at the forefront of the sustainable food movement.

The 20 categories, including one award for each of the ten key areas of the sustainability framework, provide the perfect platform for businesses to communicate the successful initiatives and innovative ideas they have implemented over the previous 12 months.

Finalists' submissions also offer inspiring examples for others in the industry to emulate.



Another way to get involved -

One Planet Plate is a worldwide restaurant campaign to address the inherent problems in our food system future, and to galvanise diners and home-cooks to think about and act upon their own food choices, too.

Diners can discover and digest the dishes on the One Planet Plate website or choose from one of the 1,000+ eating out destinations to find out what delicious sustainable food actually looks, smells and tastes like.

Adding these recipes to your menu and highlighting dishes as local and sustainable helps people make informed choices and lets them understand that this is something that is important to your business.

Don't forget to shout about it –

All this good work is great for the planet and for your business but how will it help increase your covers if no one knows about it? Make sure you mention your efforts on your website and ensure any awards are clearly positioned for customers to see. These issues are becoming ever more important and customers are becoming ever more discerning so make sure they understand that you are doing your bit to make a difference.

Be Authentic, if you claim it, do it –

Greenwashing is becoming ever more prevalent and consumers are becoming more astute in spotting it. Where this occurs cancel culture can really kick in. Transparency, consistency and authenticity with your brand and your commitments on sustainability are the only way to stay on the right side of this. If you are not fully informed and able to back up your claims don't claim it.



Good references for advice to help achieve sustainable changes –

We recommend visiting these websites for information and guidance –

<https://www.nigoodfood.com/taste-of-ulster/> Taste of Ulster have been a driving force in encouraging Northern Ireland's restaurants and hotels and coffee shops to use local food and drink producers and make provenance the core of their businesses. They also actively encourage members to look at their in-house training of staff, sustainability practices and how they interact with their local community. Taste of Ulster offers members the opportunity to join quarterly Chef Steering Group days, where chefs can visit local producers on site and learn about the producers first hand. These visits focus on the benefits of sourcing local produce, from supporting local businesses to cutting food miles and viewing the care and attention given to the produce grown/reared by local small producers first hand.

Taste Of Ulster secured Best Food Destination at the International Travel and Tourism Awards at World Travel Market.

For consumers, whether a tourist or a local, the Taste of Ulster Award on the door ensures that where you choose to eat will deliver on taste, atmosphere, service and value. Every single Taste of Ulster establishment is inspected to ensure they meet strict criteria and are committed to maintaining the charter before receiving a coveted plaque.





<https://www.sourcegrow.co.uk/about> Source Grow is an initiative that supports local sustainable agriculture. It links chefs and farmers and provides a platform for chefs to order produce months in advance, so they are in control of menus and seasonality. This enables farmers to know that the crops they are growing are actually what the restaurants want.

This reduces waste and makes for a more linked up and sustainable way of growing for the farmers. It's a very practical approach to farming for both restaurants and farmers alike.



https://www.tourismni.com/globalassets/past-webinars/sustainability-masterclass/growing-greener-experiences-together_web.pdf Whether you're offering somewhere to stay or somewhere to play, anyone involved in running tourist attractions, holiday experiences or activities sees the impact we all have on the environment every day. Right now, the world is telling us that we must take action. Businesses everywhere are adopting more sustainable practices and tourism is no exception. This is something we cannot afford to ignore. This toolkit offers a wealth of information about adapting your business, to become more sustainable. This guide will help you identify ways to make your business or experience more sustainable and so attract more customers. It looks at how to carry out a sustainable business audit, create website content, grow the experiences you already offer and more.





<https://www.jubilee.coop/> Through their Community Supported Agriculture activities they aim to provide good, affordable food in the form of free range meat and seasonal chemical-free vegetables. CSA subscribers will also have the chance to be involved in their food production and get behind-the-scenes access and updates. In this way, they are cultivating community, developing the first CSA scheme in Northern Ireland, and putting culture back into agriculture.



https://sdg2advocacyhub.org/intro_CM **Chefs Manifesto** - As chefs bridge the gap between farm and fork, the Chefs' Manifesto empowers chefs with a framework tied to the United Nations Sustainable Development Goals. This framework consists of simple, practical actions chefs can take with a framework of 8 key areas ranging from the importance of local produce to education in food safety and healthy diets.





<https://www.bitcni.org.uk/programmes/business-action-on-climate/> - Business in the community is leading on a collaborative climate campaign – Business Action on Climate – that puts Northern Ireland businesses on the forefront of action on the climate emergency. They are calling for businesses of all sizes and from all sectors to sign the Climate Action Pledge and commit to take action on the biggest challenge facing our planet, with the support and guidance of Business in the Community.



The Responsible
Business Network
Northern Ireland

<https://www.slowfood.org.uk/> - Slow Food is an organization that promotes local food and traditional cooking. It was founded by Carlo Petrini in Italy in 1986 and has since spread worldwide. They are a not-for-profit organisation seeking to promote a better way to eat, celebrating the rich food traditions of the different nations that make up the UK, and protecting the edible biodiversity. They engage members of the public, food producers, chefs, businesses, academics and a global network, spreading and enacting their philosophies internationally and locally.



Slow Food in the UK

<https://fareshare.org.uk/> FareShare is the UK's national network of charitable food redistributors, made up of 18 independent organisations. Together, we take good quality surplus food from right across the food industry and get it to more than 10,500 frontline charities and community groups.

The food we redistribute is nutritious and good to eat. It reaches charities across the UK, including school breakfast clubs, older people's lunch clubs, homeless shelters, and community cafes. Every week we provide enough food to create almost a million meals for vulnerable people.





<https://wrap.org.uk/what-we-do/where-we-work/northern-ireland> WRAP works with partners and stakeholders in Northern Ireland to bring about the effective resources and waste systems needed to deliver against the targets committed to under the EU Circular Economy Package and towards Net Zero Carbon, supporting the development and implementation of policy changes needed to achieve this.

WRAP's focus in Northern Ireland is on reducing greenhouse gas emissions through tackling food waste and avoiding landfill, and creating value from recovered and recycled materials within a circular economy.

Our Northern Ireland team, based in Belfast, together with skills and knowledge from across WRAP, supports the Department of Agriculture, Environment and Rural Affairs (DAERA) in delivering its Programme for Government, statutory and policy commitments towards meeting climate change, and environmental targets.



<https://thesra.org/our-work/> The Sustainable Restaurant Association are at the forefront of helping foodservice providers change their practices to become sustainable in their practises. They provide easy to follow guides on how to do this and they also grade businesses who wish to become involved in their global programme.





<https://www.theburntchefproject.com/> Launched in May 2019 The Burnt Chef Project was setup with the sole intention of eradicating mental health stigma within hospitality.



<https://www.foundation-earth.org/> Foundation Earth is an independent, non-profit organisation established to issue front-of-pack environmental scores on food products, enabling consumers to make more sustainable buying choices. They have brought together expert scientists and leading figures from food production and retailing across the UK and EU who all share a vision of a future food industry that doesn't destroy Planet Earth. The Foundation's pilot launch in Autumn 2021 will use a farm to shelf methodology developed using data from the academic paper Poore & Nemecek (2018).

This will give you a good insight into what is happening in the food industry in terms of accountability for packaged foods.



Our Food. Power of Good.



Food NI Limited
Belfast Mills
71-75 Percy Street
Belfast, BT13 2HW

Tel: +44 (0)28 9024 9449
Email: info@nigoodfood.com
Web: www.nigoodfood.com

