



*“We recommend Government draw on pioneering work such as the Food for Life Catering Mark”*

Professor Tim Lang, Sustainable Development Commission

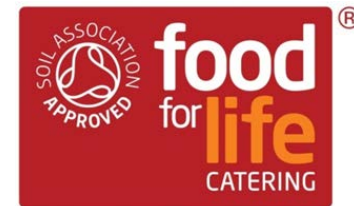


# Food for Life Catering Mark



- A voluntary set of independent standards for public and private sector catering
- Independent assessment and endorsement
- A clear framework for sustainability, local procurement, health
- Rewards progress towards better procurement and practices

**seasonal**  
**ORGANIC**  
**SUSTAINABLE**  
**free range**  
**LOCAL**  
**traceable**  
**healthy**



# A Growing Movement



**+25% English schools**



**300+Nurseries**



Over **30%** of Universities

**155 Residential care homes**



**30,000 Catering Mark meals served daily in hospitals/care settings.**



**38 Visitor Attractions, Restaurants and Venues**

**11,565 people eating Catering Mark meals across 31 workplaces daily.**





# Bronze Standards



- ✓ No undesirable additives or trans fats
- ✓ 75% freshly prepared
- ✓ Meat farmed to UK welfare standards
- ✓ Eggs from cage-free hens
- ✓ Seasonal menus
- ✓ Training for all catering staff
- ✓ No GM ingredients
- ✓ Free drinking water prominently available
- ✓ No endangered fish
- ✓ Information on display about how food is produced
- ✓ Meet Government nutrition guidelines for your sector
- ✓ Suppliers verified to ensure they apply food safety standards
- ✓ Menus provide for all dietary and cultural needs





# Silver and Gold



Rewarding better practice

Sourcing ethical, environmentally-friendly,  
local and UK ingredients



5% organic at Silver, 15% at Gold including at least one meat product

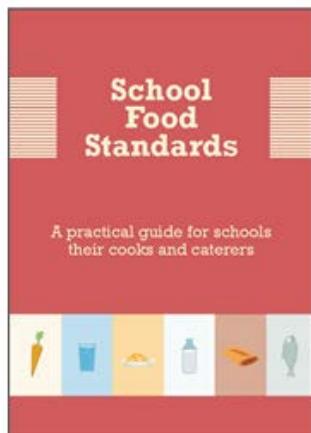
*“Through the Catering Mark, schools leaders are able to choose caterers who are committed to providing **fresh, sustainable, locally-sourced and high quality food**. This not only provides children with nutritious food, but also **provides parents with reassurance that their children are being fed responsibly.**”*

**David Laws MP, Minister of State for Education**



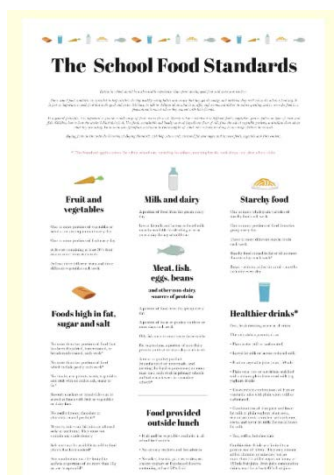


# New School Food Standards: fresh, local, sustainable food



*"The Catering Mark provides independent endorsement that food providers are meeting the school food standards and serving food prepared from fresh, sustainable, locally sourced ingredients"* **Guide to the new School Standards**

*"Head teachers should consider signing up to a quality mark such as the Catering Mark"* **School Food Plan**



*"Use fresh, sustainable, locally-sourced ingredients (best of all, from the school vegetable garden), and talk to pupils about what they are eating."*

**New School Food Standards**





# Catering Mark and hospital food



*“Hospital food has become a clinical priority and there is a clear endorsement from the Department of Health and NHS England of the Catering Mark Standards for hospitals.”*  
Michael Dixon, President of NHS Clinical Commissioners

Daily Mail

## Charles: Improve food in hospitals to help patients get better

By Rebecca English  
Royal Correspondent

PRINCE Charles yesterday called for the quality of food in hospitals to be made a 'clinical priority'.

He wants the NHS to see 'food as a medicine in itself' and claims better meals would

speed up recovery times.

(Commissioning for Quality and Innovation), brought in last month, which allows commissioners to reward hospital trusts for delivering high quality food.

In a speech Charles said it was important to 'see food as a medicine in itself'. The prince said that what patients eat 'will feed enormously into improving not only people's

over cost each time. For too many years now hospitals have been using the meals they serve... as a means of cutting costs, putting pressure on outside catering companies to

deliver cheap and frankly sub-standard food... I actually found it cheaper in many respects to make the food from scratch rather than buy it in.

Nottingham University Hospital Trust, which also transformed its menu, was awarded a Food For Life mark by the Soil Association, of which Charles is president.

Catering manager John Hughes said the cost of food per head is £4 a day, adding: 'When you think that we are also sourcing all our food locally and in doing so benefiting the local economy... it's a very good deal.'

**Hospitals claim their food is excellent...half of patients disagree**



The Soil Association's Food for Life Catering Mark is helping hospitals take steps to improve the quality of food it serves to its patients, staff and visitors and is cited in latest CQUIN



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### HRH THE PRINCE OF WALES CELEBRATES LANDMARK FOR HOSPITAL FOOD



30/01/2014 14:04:45

HRH the Prince of Wales has hosted a reception today that celebrates improvements in hospital food in England.

Providing good, nutritious hospital food for patients has been highlighted in newly-published key guidance (commissioning for quality and innovation known as CQUINs) for NHS commissioners, and hospitals will now be encouraged to ensure their food meets standards such as the Soil Association's Food for Life Catering Mark.





# New standards for hospital food



*“The Catering Mark... is one of a number of assurance schemes that **help verify compliance** with the required standards. The Bronze Standard is highlighted because of the breadth of its coverage, both for nutrition and sustainability, as it incorporates several other assurance schemes and is largely in line with the Government Buying Standard.”*



# New opportunities for hospitals



## Opportunity to adopt local CQUIN goal to improve hospital food

**NHS England cites Food for Life Catering Mark as best practice standard for achieving hospital food CQUIN**



*"Under the system of commissioning for quality and innovation, which we call CQUIN, commissioners can reward providers for delivering high food standards. For instance, providers might be rewarded for improving food quality, or meeting external standards such as those of the Soil Association's Food for Life Partnership."*

**Earl Howe, Parliamentary Under-Secretary of State, Department of Health**

*"Hospitals, caterers and commissioners must now seize the opportunity of using a local CQUIN goal to improve their food."*

**Andy Jones, Chair of HCA**





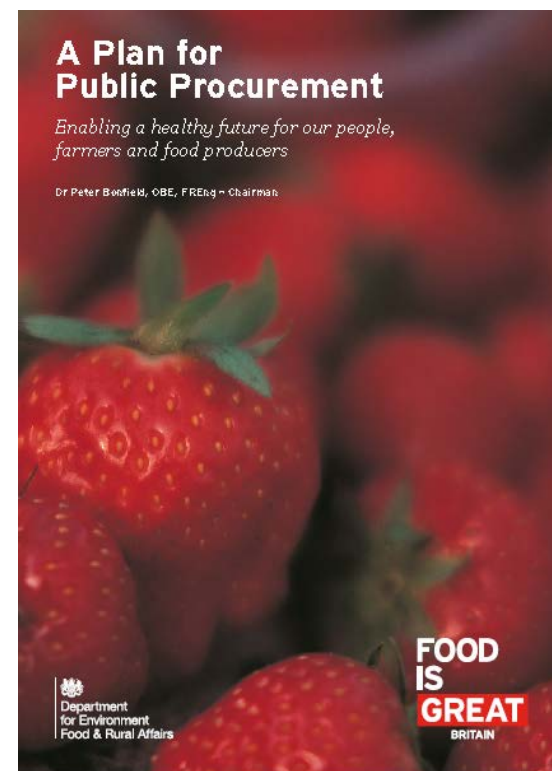
# Catering Mark recognised in Government's new procurement Plan



*"The Catering Mark is a well-established scheme for caterers that shares common objectives with the Great Food Plan and covers similar issues to the balanced scorecard...it will generally guarantee good or excellent performance against the award criteria in the balanced scorecard."* **Plan for Public Procurement**

## The Catering Mark:

- ✓ will generally guarantee **good or excellent** against food-based criteria in the Plan's balanced scorecard
- ✓ independently audited: uniquely able to **verify compliance** against these criteria
- ✓ **only best-practice scheme** which covers provenance, sourcing, sustainability, quality, nutrition, welfare and staff training – a clear choice for procurers who are evaluating different bids





# The Catering Mark and organic



*"The Food for Life programme is a unique opportunity for small business farmer and food producers to engage with public sector...what can often be seen as a daunting process can come within the reach of businesses like ours, giving us the opportunity to become a little bigger and stronger in a precarious farming world"*

**Sasha Grierson, Grierson Organics, supplying organic eggs, chicken and beef to Fife Local School Meals Pilot**



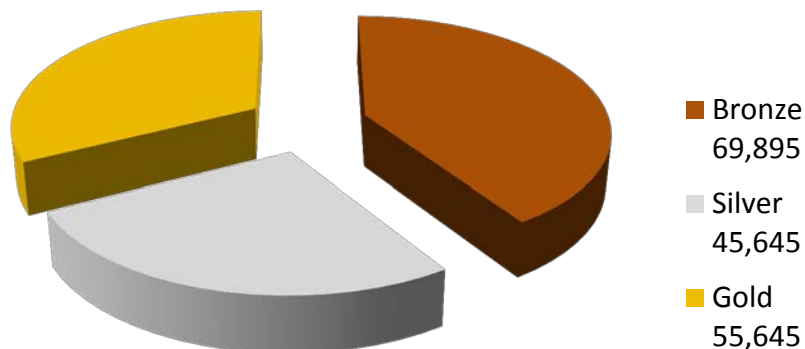


# The Catering Mark and organic

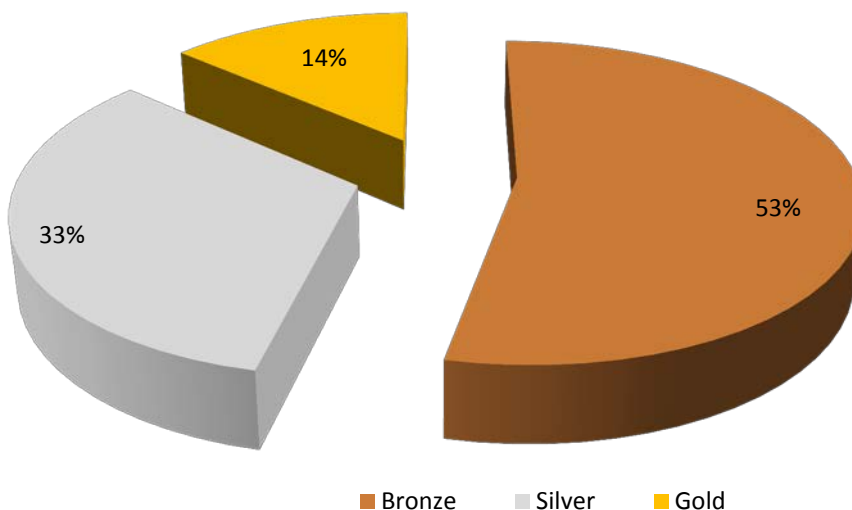


**Over £9 million** of organic produce used in school Catering Mark menus in 2013

## Daily Catering Mark Meals in 1400+ London Schools



## Daily Catering Mark meals



### 45% of Catering Mark meals at Silver or Gold

- 280,000 school meals served daily at Silver
- 150,000 school meals served daily at Gold





# Supporting market growth



## The organic catering boom



Food for Life Catering Mark

**160 million**  
meals served  
**+14%**



Organic catering  
and restaurant sales  
**+10%**



## Acceleration of organic growth revealed

Signs that the organic market is well on its way to recovery have been confirmed with new data showing the sector is outperforming conventional.

The Soil Association has announced new figures, which reveal acceleration in the growth of the UK's organic grocery market, beating sales of non-organic in supermarkets.

The figures from Nielsen, and presented by Mike Watkins at the Soil Association's annual market briefing, demonstrated growth in the organic grocery market of 3.2 per cent for the four weeks to August 16, 2014 compared with a fall in the non-organic grocery market of 0.9 per cent in the same period.

This follows a trend where organic sales have been growing at 1.2 per cent compared with a stagnant non-organic market for the year to August 16, 2014. Organic sales in the UK now make up a 1.3 per cent share of the £96bn food and drink market.



The growth trend is reflected in Soil Association licensees' organic sales, which increased eight per cent year on year, with an 11 per cent increase since April 2014.

Speaking at the market briefing, Rob Sexton, Chief Executive of Soil Association Certification, commented: "The UK's organic market is fast improving. In fact, on top of the positive Nielsen data, our own figures show that Soil Association symbol holders are reporting an increase of eight per cent in organic sales year on year. Consumers have evidence to help them feel confident about what they buy, in the wake of the Newcastle University report showing how

we farm absolutely does impact on the quality of the food we eat.

"We are also seeing supermarkets and brands making more space for organic on shelves and investing more in innovation and marketing. Combined together, all these indicators reveal the growing confidence in the organic market is well justified."

The Soil Association market briefing also heard that new innovations and market opportunities are not restricted to the retail supply chain. It is expected that organic products will become more widely available to the foodservice industry, a market that has been invigorated by the Soil Association's Catering Mark. Attendees also heard from Ben Woodgate, of Whole Foods Market, Andrew Ovens, of Produce World, and Ben Pugh, from Farm Drop, highlighting the wide variety of businesses and channels investing in, and supporting, organic products.

## Public-sector demand for fresh produce creates business openings

BY NINA PULLMAN

**F**resh produce suppliers to the catering industry could benefit from burgeoning demand in the public sector.

The Soil Association wants to attract more suppliers to join its Catering Mark Supplier Scheme to cope with increasing interest from caterers in schools, hospitals and workplaces.

Marketing officer for the Soil Association, Emma Rose, said opportunities are opening up for suppliers in the light of recent



—The Supplier Scheme connects suppliers with the public sector

## BUSINESS NEWS MORE NEWS, MORE LOCAL, MORE VALUE

## Organic food producer sees sales grow by 20 per cent

AN organic food producer is going from strength to strength with increasing sales and an impressively expanding customer list.

Paul's Soyfoods, which has been operating in Melton for more than 20 years, reported an increase in fresh produce sales of 20 per cent for the year ending July 31.

The Snow Hill company, which makes a wide range of organic foods, including fruit and vegetables, dairy produce and their own breads, is now acting as catering contractor for Sainsbury's support staff at their HQ in Coventry.

Its food is also being eaten by pupils at Park Eaton Primary School in Derbyshire and its vegetables are used with organic beefburgers produced at Lower

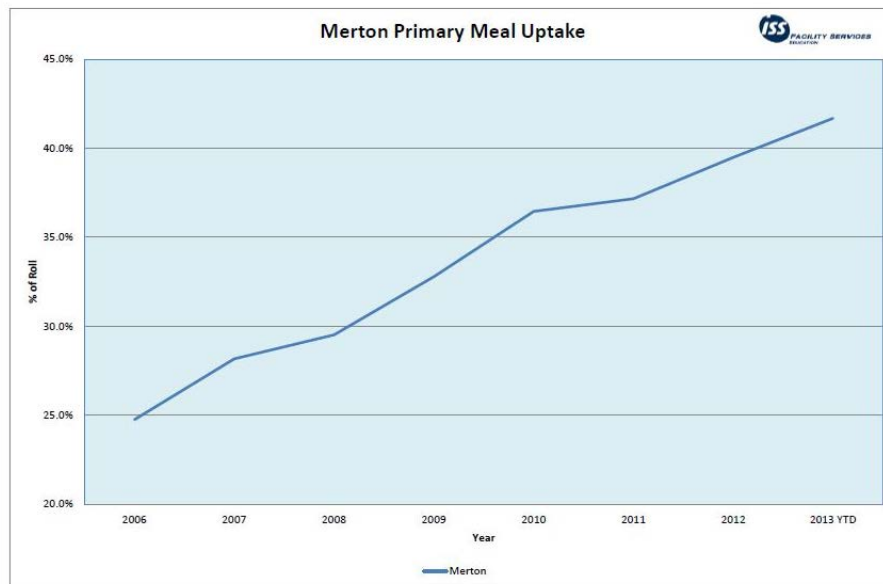


ACHIEVEMENT: Staff at Paul's Soyfoods, well-known for its organic foods and breads, are part of the Food for Life Catering Mark supplier scheme



## Gold Catering Mark

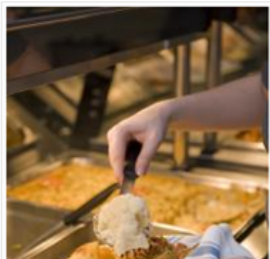
Organic milk, carrots: cost increases offset by new system to reduce food waste.  
Ingredient cost £4.53 per patient /day



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## NOTTINGHAM BECOMES FIRST NHS HOSPITAL TO ACHIEVE FOOD FOR LIFE GOLD



26/03/2014 10:58:59

Nottingham University Hospitals NHS Trust (NUH) has become the first NHS hospital in the UK to achieve the Soil Association's Gold Food for Life Catering Mark – the highest level at which the standard is awarded.

The Catering Mark is awarded for serving fresh, healthy meals made with local, seasonal and organic ingredients and provides staff, patients and visitors at City Hospital and Queens Medical Centre with a guarantee that the food they are eating is prepared with fresh ingredients which are free from harmful additives and trans fats.

## Gold Catering Mark

Organic beef mince, yoghurt, milk, bread.  
Meal uptake risen by 50% since 2008



# Drivers for change



- Public Health
- Local economy (£1<£3 SROI)
- Government endorsed framework
- A guarantee for the public that food is fresh, traceable and sustainable
- Compliance checks against Govt nutritional guidelines
- Potential to reduce costs by reviewing supply chain
- New awareness of the benefits of organic





# Catering Mark Supplier Scheme



*"Feedback from caterers and schools has been very positive; with our catering customers having a positive story to talk to parents about. Schools are proud to show they provide organic and British products on their menus."*

**Nicky Stonebridge, Lower Hurst Organic**

*"The Catering Mark Supplier Scheme brings caterers and suppliers closer together."*

**Mark Davies, ISS (Catering Mark holder)**



# Thank you!

