



# SUSTAINABILITY — TOOLKIT



Sustainability is an important topic for many of our clients and customers. We do some amazing things in the café as it relates to sustainability but we're not always so great at communicating our sustainability story. This guide is meant to help you tell the story.

### ***Make a Plan***

Assess the sustainability initiatives and campaigns that are currently operating in the café. Here are some things to ask:

- Is the appropriate signage displayed and does it match the initiative? For example, if fish is being served at the entrée station make sure that it meets the Seafood Watch criteria before displaying the “sustainable seafood” marketing.
- Are you also using digital marketing to help communicate the message and track progress on certain initiatives?
- A requirement that all broilers in our supply chain be rendered unconscious prior to shackling using a method of Controlled Atmosphere Killing
- Is there anything that you are doing that you aren't communicating? Review all of the sustainability platform marketing materials [here](#).

Identify any new initiatives that could be added? Review *The Operator Guide* to see if there are any programs you can add to enhance your program.

### ***Things to Keep in Mind***

- It's important to place your sustainability marketing strategically in the servery and seating area. Materials should be in close proximity to the item they are intended to market.
- Conduct daily checks of the café signage to make sure that something hasn't been moved to the wrong place by accident.
- The sustainability messaging you display must be true to the claim. Always double check that the food item is indeed sustainable before placing the marketing.



# LOCAL

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## ***The Why:***

How we eat impacts our environment. When produce is shipped, flown or trucked long distances, it must be harvested before it's ripe so as to survive the journey. As a result, it is often less nutritious and less tasty, uses a lot of fuel and causes pollution. Supporting local businesses and keeping local farmers in business is extremely important to the future of our food system.

## ***Our Policy:***

Compass Group's definition of local, which is defined as 250 miles, has expanded to include regional which is considered within 400 miles of the unit. We encourage all managers and chefs to build relationships with local farmers and produce distributors; however, it's important to make sure all purchasing is done through the approved produce distributor. National brands aren't being classified as LOCAL (e.g. Smithfield)

## ***Your Involvement:***

Model market distributors often update a weekly local produce availability list. Accounts can request to be included on the weekly distribution list. Contact your model market distributor directly (via sales rep or distributor customer service) to ensure your cafe is included.

Many distributors have additional resources such as seasonality calendars and local grower lists that are available upon request. Be sure to check in with your distributor regularly to ensure that you are taking advantage of all they have to offer.

Look for the tractor icon when ordering through Baldor, Loffredo Produce, Ole Tyme Produce and Piazza Produce. This icon will help you easily identify local products.

## ***Telling the Story:***

Feature local marketing anywhere you are utilizing local products, near fruit displays, salad bars or chefs tables. Remember, local doesn't always have to apply to produce. Highlight your local artisan non-produce vendors as well. Whenever possible, include the name of the farm or artisan on the signage. During pre-service meetings, go over the local items on the menu for the day with the staff so that they are prepared to answer customer questions.



# CAGE-FREE SHELL EGGS

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## ***The Why:***

Traditional factory farming confines laying hens in battery cages that are so small they cannot walk, spread their wings or turn around. Each bird has less space than a single sheet of paper to live. The inability of egg laying hens to nest in battery cages is the single greatest source of frustration according to poultry science experts.

## ***Our Policy:***

Because of our commitment to the humane care of farm animals, we offer only Humane Farm Animal Care (HFAC) certified cage-free shell eggs nationwide.

## ***Your Involvement:***

The eggs we purchase must adhere to the Humane Farm Animal Care standards. Purchasing your eggs from the Broadliner ensures that the eggs meet our sustainability policy. Purchasing eggs from the produce house is not advised. When ordering, look for the MyOrders Sustainability Icon to ensure the item meets our policy.

## ***Telling the Story:***

Feature the Cage Free shell egg marketing where your eggs are. Typically near a breakfast buffet and entrée station.



# SEAFOOD

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## ***The Why:***

The ocean is not as inexhaustible as it once seemed. The U.N. Food and Agriculture Organization (FAO) has estimated that 70 percent of the fish population is fully used, overused or in crisis. Wild fish populations are declining because of overfishing, lack of regulations and human consumption. Increased numbers of bycatch and ocean habitat destruction because of fishing gear is also to blame for our troubled oceans. All of these issues combined threaten the health of our oceans and the fish population.

## ***Our Policy:***

Compass Group follows the guidelines set by the Monterey Bay Aquarium's Seafood Watch Program and only consider seafood that is rated 'Best Choice' (Green) or 'Good Alternative' (Yellow) sustainable.

- 100% of contracted seafood will be supplied from environmentally responsible sources by year end 2017.

*These are S1 items where the particular species is contracted through a specific supplier*

- We will serve only wild caught and aquaculture seafood from environmentally responsible sources by 2020.

*This includes all seafood from Broadline distributors as well as local seafood houses*

## ***Your Involvement:***

When purchasing seafood from Broadliner:

- Look for the MyOrders Sustainability icon. This ensures that the seafood meets our policy of being a Seafood Watch 'Good Alternative' or 'Best Choice'.
  - Purchase environmentally responsible canned tuna FAD-free skipjack and yellowfin or MSC-certified albacore all from Mitsui Foods. Get more info [here](#)
  - If you're buying raw shrimp, make sure it's from Neptune. This product is Best Aquaculture Practices (BAP) 2-star certified and meets our policy
  - High Liner items on MOG are also sustainable
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When purchasing from your local fish house:

- Talk to your supplier about the sustainable options available.
- Tell them that we only purchase SFW Green or Yellow seafood and ask for their help
- Ask questions about the fish. Getting information on where the fish is from and how it was caught will help you assess the sustainability of the seafood you purchase.
- Refer to the [Seafood Watch app](#) to verify that the fish you selected meets our policy

## ***Telling the Story:***

Seafood marketing should be placed wherever you are serving sustainable seafood in the café, the entrée station, grill, deli or salad bar. Visit the Seafood Watch website and download the app to get recommendations and further information on sustainable seafood.



# CERTIFIED HUMANE BEEF

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## ***The Why:***

Most of the animals today that are raised for food are confined on huge industrialized farms. Factory farms are often focused on maximum production and less on the animal's overall wellbeing. However, consumers are increasingly becoming concerned about the welfare of farm animals and demanding changes. When the animals have improved welfare standards, it tends to benefit the consumer as well, those animals are more likely to be healthier and need less medication. Several organizations have developed standards to ensure farm animals get more humane treatment.

## ***Our Policy:***

Our goal as a company is to double the volume of animal proteins that are certified as humane by 2020. We consider the following organizations as meeting the standard for certified humane: Humane Farm Animal Care, Global Animal Partnership (GAP), Animal Welfare Approved, and Food Alliance.

## ***Your Involvement:***

Certified Humane ground beef is available from Wolverine. For additional information, contact your Foodbuy representative.

## ***Telling the Story:***

Feature the Certified Humane marketing at the grill if you are serving Certified Humane burgers.



# RBGH FREE MILK AND YOGURT

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***The Why:***

The artificial growth hormone rBGH (also known as rBST) is a genetically engineered artificial hormone that is injected into dairy cows to increase milk production.

Science and experience has clearly demonstrated that the use of artificial bovine growth hormones in dairy cows is detrimental to the well-being of the animal. The medical community has expressed apprehension that the use of these hormones may also be harmful to human health.

***Our Policy:***

All of our contracted milk and yogurt are from cows that have been certified to be free of the artificial growth hormones rBGH/rBST.

***Your Involvement:***

When ordering your milk and dairy, look for the MyOrders Sustainability Icon to ensure the item meets our policy.

***Telling the Story:***

Feature the rBGH marketing near the breakfast foods and yogurt/ milk cases.



# REDUCED ANTIBIOTIC CHICKEN AND TURKEY

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## ***The Why:***

The non-therapeutic use of antibiotics in animal production is a growing public health concern because it decreases the effectiveness of antibiotics to treat diseases in humans.

In industrial agriculture, animals are highly susceptible to disease due to overcrowding and stressful situations. These animals are often given low doses of antibiotics daily through their feed or water to prevent illness.

The misuse of antibiotics encourages the growth of antibiotic resistant bacteria and can be harmful to people.

## ***Our Policy:***

The Compass policy requires that chickens and turkeys are produced without the non-therapeutic use of human antibiotics. This means that medically important human antibiotics are not given to birds on a routine basis, decreasing the danger of antibiotic resistance.

## ***Your Involvement:***

When ordering chicken or turkey, make sure to look for the MyOrders Sustainability icon so you know that the item meets our policy.

To meet the needs of our accounts who prefer to feature poultry Raised without Antibiotics, there are various products that can meet those needs. To get a copy of the product list, contact your Foodbuy FIM. Download the Raised without Antibiotics marketing [here](#).

## ***Telling the Story:***

Feature the marketing near an entrée, grill or action station.





# ECO-CERTIFIED COFFEE

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## ***The Why:***

Coffee production can have a tremendous impact on the social and environmental well-being of the countries where it is produced. Many small farmers throughout the world do not earn a decent wage for the coffee they produce. To make matters worse, unpredictable weather can destroy a farmer's coffee crop, which in many cases is their only source of income. Large coffee production can damage natural habitats and disrupt many native animals. Thankfully there are various responsible production method certification programs that ensure coffee growers get a fair wage and the environment is protected.

## ***Our Policy:***

We encourage our units to offer a responsible choice based on client and guest preference and availability from the coffee partner.

Responsible production methods are certified in a variety of ways including Fair Trade, Rainforest Alliance, Shade Grown, Bird Friendly, Utz Kapeh, C.A.F.E and Organic.

## ***Your Involvement:***

When placing a coffee order, look for the MyOrders Sustainability Icon to ensure the item meets our policy.

## ***Telling the Story:***

Place the marketing materials near your coffee station.



# FOOD WASTE

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## ***The Why:***

Food waste is a huge problem not only in the U.S. but around the globe. The largest component of waste in a commercial kitchen is typically food waste. This is not only a problem for food cost but causes harm to the environment as well. In landfill, organic waste decomposes anaerobically and releases methane, a powerful greenhouse gas that is 25 times stronger than CO<sub>2</sub>. Not only is the food wasted but the resources used to grow that food have also gone to waste. In foodservice, a significant amount of food is wasted before it even makes it to the plate.

## ***Our Policy:***

Compass has committed to reduce food waste by 25% by 2020.

## ***Your Involvement:***

There are many resources to help you cut your food waste.

Start by following the [Waste Strategy guide](#) and walk through your café to see where you can lower costs by reducing your food waste.

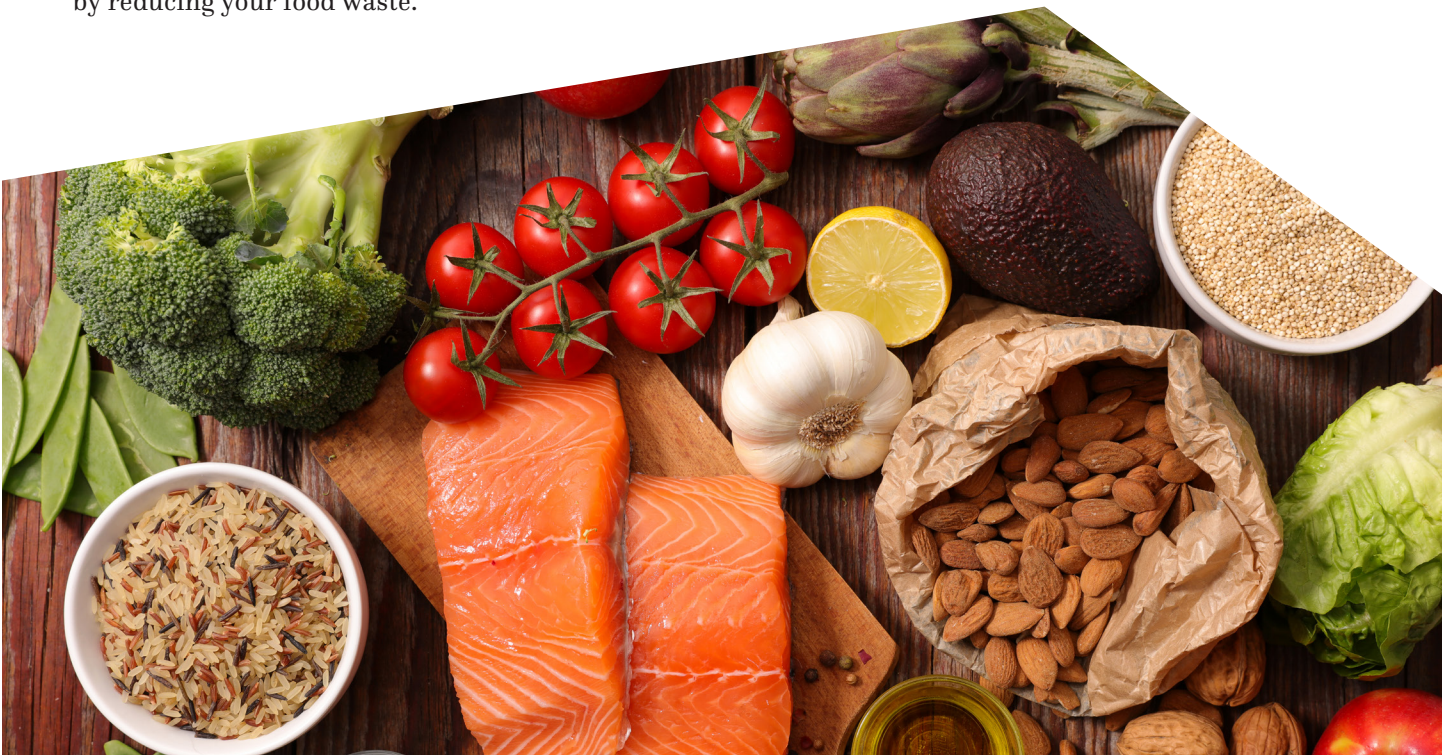
[Waste Not](#) is the new version of Trim Trax and is now a web based tool that will allow our accounts to track and measure their food waste. If you aren't already using the tool, [click here](#) to be taken to the Owner's Manual.

Starting a [Food Recovery Program](#) is a great way to get rid of extra food that is still perfectly safe to eat. We have multiple partner relationships and can help you navigate getting your program off the ground.

We are so passionate about food waste, we created our own holiday. Stop Food Waste Day takes place on the last Friday of April and was created to help educate our associates and customers about what they can do to stop food waste. [Click here](#) to learn how your café can get involved.

## ***Telling the Story:***

All of the above programs have print and digital marketing to help tell your story. Using the digital screens provided and customizing the message to show your café's progress is a great way to communicate to your guests.



# ENERGY & WATER

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## ***The Why:***

The foodservice industry is extremely carbon and water intensive. The global food supply chain represents 33 percent of greenhouse gas emissions (GHGs) with beef and dairy totaling 18 percent. The key contributors of GHGs in the food supply chain are agricultural production, transportation, kitchen/facilities energy usage and landfill related food waste. Foodservice preparation represents the highest energy use per square foot than all other U.S. commercial buildings, including Healthcare and Lodging. Water usage is high in the production of beef and dairy and also in foodservice practices which can be especially troublesome for accounts in drought impacted states.

## ***Our Policy:***

Because our industry is very resource intense, we have a responsibility to tightly manage our operations and do the right thing for the environment. Our company goals for 2020 are:

- Accounts participating in the Carbon Foodprint tool will
  - Reduce pounds of CO<sub>2</sub> per guest by 20% compared to the 2014 baseline
  - Reduce water use in gallons per guest by 20% compared with the 2014 baseline
- Reduce our purchases of red meat by 30% compared to our 2014 baseline and report on the carbon and water reductions

## ***Your Involvement:***

The *Love Food Not Waste* campaign was designed to provide education and awareness to both associates and guests about the four key areas of waste in foodservice: food, water, energy, and packaging. The campaign is easy to implement and consists of materials that can be easily introduced in both front and back of house.

The *Carbon Foodprint* toolkit is a one of a kind, internal tool that helps our accounts manage the energy, water and waste of their operation. Signing up for the tool allows you to see how your food purchases and equipment usage affects your eco-footprint and helps you navigate how to make improvements.

Compass Group committed to support key principles of the *Menus of Change Initiative* (MOC) in hopes that it will drive new culinary approaches for healthy, delicious and sustainable food within our sectors. These principles focus on engineering our menus to create a more sustainable food supply, provide delicious, nutrient dense meals for our guests and protect and improve the health of our planet.

## ***Telling the Story:***

All of the programs listed above have both print and digital marketing to help you tell the story in your café.



# TIPS FOR CREATING A MORE SUSTAINABLE CAFÉ

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- Become familiar with the [\*Sustainability Platform\*](#)
- Want more information? Review our [\*Criteria Documents\*](#)
- Check your [\*Scorecard\*](#) regularly and share with your client
  - You can reach out to Foodbuy or [\*Envision Group\*](#) to identify gaps and opportunities to improve
  - Consider setting goals for some or all of the initiatives
- Conduct a [\*Sustainability Self-Audit\*](#)
- Find out if there is [\*Commercial Composting\*](#) in your town that can pick up food waste
- Consider having a waste audit done. Reach out to [\*Envision Group\*](#) for more info
- If you have leftover food that could be donated, sign up for a [\*Food Recovery Program\*](#)
- Place an order for the sustainability [\*wall graphics\*](#) to help tell the story in your café.

