

# The Good Food for Festivals Guide



Ethical Eats catering network is funded by the Big Lottery's Local Food Fund. It is also supported by GreenCook, a pan-European project working to reduce food waste, funded by Interreg IVB, part of the European Union's Regional Development Fund.

Working with:



Ethical Eats is supported by:



Food Legacy is supported by:



**How festival and other event organisers can celebrate the best of fresh, delicious and sustainable food**



- ~70% Oxygen from Green Algae
- Remainder from land photosynthesis
- Up to 20% from Amazon Rainforest



- Carbon sinks
- Oceans are responsible for 30% of the world CO<sub>2</sub> sequestration





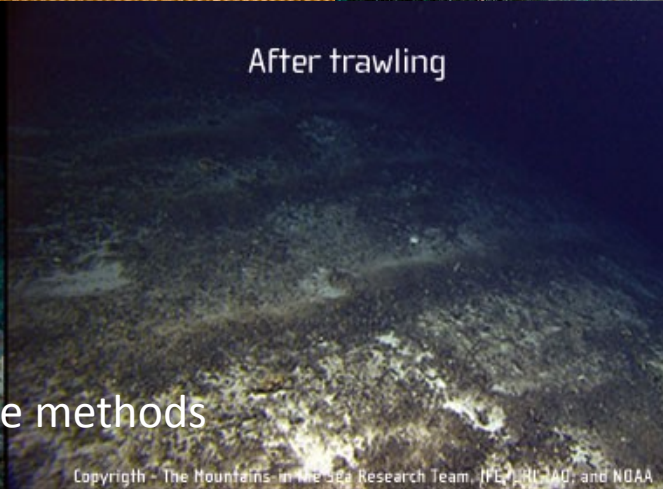
Industrialised & monoculture farming



Soil & fertilizer “run off”



Before trawling



After trawling

Overfishing & unsustainable methods

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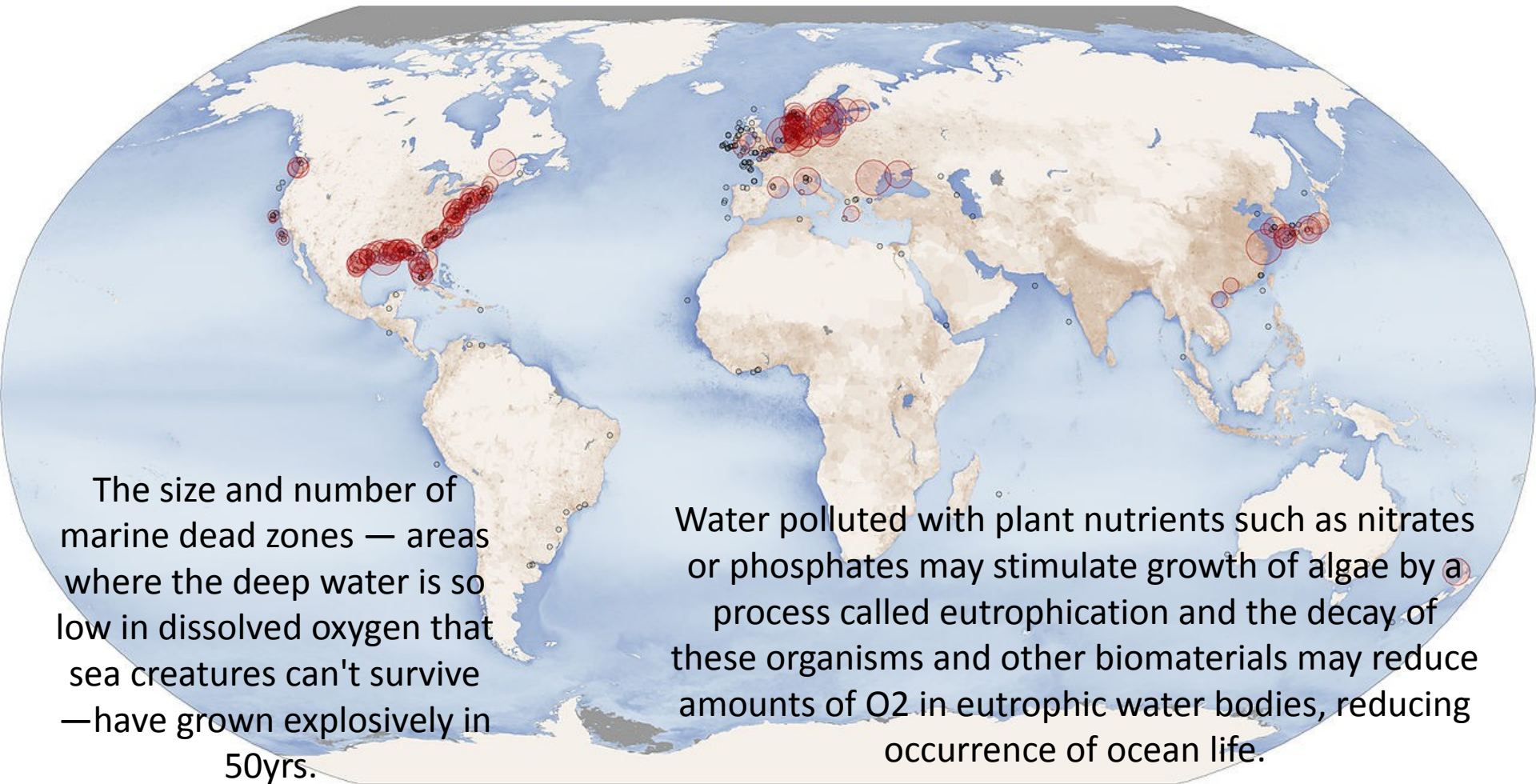
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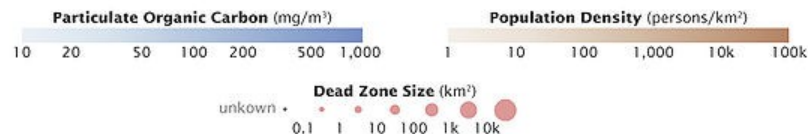
Deforestation – 36 football pitches / min

“Blue Baby Syndrome” caused by high nitrate contamination in ground water resulting in decreased oxygen carrying capacity of hemoglobin in babies leading to death.

# Aquatic “Dead Zones” from nutrient run offs



NASA Earth Observatory



# Animal Welfare

- Intensive farms = E-coli outbreaks easily spread & more difficult to contain.
- Routine overuse of antibiotics aiding resistant strains of bacteria
- Monoculture = quicker spread of disease if pathogens mutate. Crop rotation helps break up disease spread.
- EU ban on battery hens in 2012. Only marginally “enriched” cages required.



## BARAKA: Chicken Factory v City Life





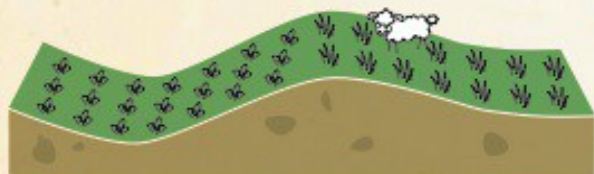
The EU organic logo. Look out for it!

# THE EU ORGANIC FARMING (R)EVOLUTION



## ORGANIC PRODUCTION IS ON THE INCREASE

Total area cultivated as organic



**2002** 5.6 MILLION HECTARES



**2011** 9.6 MILLION HECTARES

**+ 500 000 hectares/year**

Expansion of the organic area every  
year over the last decade

**5.4 %**

Area of organic farmland as a percentage  
of utilised agricultural area in Europe

Taking its name from the organic matter that farmers use as an alternative to synthetic fertilisers, organic farmers take a holistic, principled approach that respects and harnesses the power of natural processes to build positive health across the ecology of the farm.

Soil Association

1. Decide what your policy on food will be, based on the issues you feel strongly about and want to prioritise.

- It is better to set achievable targets and build on them year on year
- e.g. reduce food waste, Fairtrade, local meat, meat free, sustainable fish, seasonal menus etc

Don't try to tackle all things at once



## 2. Find out what you are serving at your event.

- Audit stallholders against a checklist (*example in good food guide*)
- Allow enough time to find out about ethical credentials of traders
- Communicate your main food sustainability. How they will they participate and share?
- Ask for references, awards, press articles, public pledges, work with charities etc.



Create a supportive culture of recognition for festival organisers and traders good efforts for sustainability.

### 3. Hire a sustainability manager.

- or appoint a specific person on the organising team to oversee, develop, implement and assess your food policy.
- With the authority and resources needed to do their job effectively
- Green team volunteers can support their objectives on site.



4. Communicate with and support your stallholders in the run-up to the event, helping them to help you meet your goals.

- Provide T&C's and discuss any issues with requirements – or ideas!
- Explain WHY.
- Encourage “flexible menus” and inform of what is in season at the time of festival.



5. In advance, provide a list of recommended sustainable and local suppliers to traders. Where appropriate negotiate a discount for all festival caterers with your chosen suppliers.



- Help traders to form buying groups
- Get to know the local growers and find out their wholesalers.
- **Small growers may not be officially “accredited” but still operate to ethical standards**

6. Set up a wholesale market for traders on-site. Make it easy for traders by stocking local, seasonal, organic and Fairtrade food and drink, and sustainable serveware items, on-site.



Reduces food miles  
Helps “Real Time” stocking  
Reduces your gate traffic

- If local growers know there will be high demand during your event they may be able

7. Go as local as possible when stocking your bars.

- Community will be more supportive if you are helping local business.

Connecting with local identity will also increase the festivals unique selling points.



**We are proud to serve locally-brewed real ale**



**Help support our local economy by drinking locally-brewed real ale**

**Drinking locally-brewed real ale also helps the environment by reducing the distance your beer travels from brewery to bar!**

**Please spread the word that we sell**  
**Quality local beer**



**CAMPAIGN FOR REAL ALE**

8. Set up an incentive plan, e.g. discounted stall fees, or an awards scheme, to encourage



9. Ban food vendors from serving **red-listed** fish and seafood.

Use the Marine Conservation Society's simple Good Fish Guide to identify these:

[http:// fishonline.org/fish-advice/avoid](http://fishonline.org/fish-advice/avoid)



- seek to reverse the decline of fish stocks
- safeguard livelihoods
- deliver improvements in marine conservation worldwide.




## 10. Set a minimum standard for meat.

- Free-range chicken and poultry
- free-range pork (or make sure it's outdoor bred & reared)
- Grass-fed beef and lamb. The feed of the animals is important too!
- **If current trends continue, soy farming and cattle ranching alone will destroy 40 % of the Amazon rainforest by 2050**



# KILLING FIELDS – THE TRUE COST OF EUROPE'S CHEAP MEAT PARAGUAY

**Ecologist Film Unit**



11. Increase the proportion of vegetarian/vegan vendors and menu options as it's proven that their production is generally more sustainable than meat and fish alternatives!

12. Work with your local water supply company to set up water refill points on site. Make sure you have enough time to get it organised.



13. Contact environmental organisations, local farmers and municipalities for advice on food waste recycling services.



In the UK organisations like Fareshare, the Food Waste Network and This is Rubbish are helping to divert significant food waste from landfill. Edible food waste is distributed to people who need it, e.g. homeless, flood victims, those in poverty.

# 14. Ban plastic sachet portions and plastic and polystyrene serveware.

- Again wholesale can help
- Reusable better than biodegradable
- If using biodegradable, ensure local waste facilities can process, and correct separation on site.



15. Shout  
about your  
sustainable  
food values  
and  
achievements  
on your  
website, in



Access the full Good Guide Food for Festivals at:



[WWW.SUSTAINWEB.ORG](http://WWW.SUSTAINWEB.ORG)



[WWW.AGREENERFESTIVAL.COM](http://WWW.AGREENERFESTIVAL.COM)