



**F O O D**  
**P R I N T**  
FOODMADEGOOD

## THE GLOBAL ISSUE

We are facing a climate emergency, which means if we don't act on greenhouse gas (GHG) emissions now, with urgency, across all sectors, the world in 2050 will not be able to support our current living standards. Food is responsible for 25% of these GHG emissions<sup>1</sup>, and that means the foodservice industry plays a crucial role in the race to reduce.

## WHY MEAT MATTERS

The quickest, easiest and most impactful way to a climate-friendly food system is to reduce the amount of meat we eat. Studies suggest that Europeans need to reduce their meat consumption by over 50% to limit<sup>2</sup> the worst of climate change. That means we need a new norm – meat should be a treat, not part of everyday life, especially beef and lamb.

## MEETING DINER DEMAND

We need to spearhead a new way of eating, both in foodservice businesses and at home. Consumers already know this, with 1/3rd of Britons having already reduced<sup>3</sup> the amount of meat they eat or gone fully meat-free. Restaurants, cafes, caterers, pubs and hotels and all foodservice businesses alike have a crucial role to play in giving these consumers what they want and influencing those yet to be convinced to be delighted by veg-led food. This isn't about demonising meat – it's about enjoying it in moderation, and championing food which is good for the planet and for you.

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# FOODPRINT: RACE TO REDUCE

## THE FOODPRINT PROGRAMME

The Sustainable Restaurant Association is here to help you make this necessary change. We have faith that you already believe in the need for action – and our Foodprint programme will guide you through measuring and tracking your efforts.

We will be helping you to measure, report and celebrate your GHG emission reductions. Our partnership with the World Resources Institute (WRI), working alongside their Cool Food Pledge, means we're able to give you robust, peer-reviewed, data about your own impact, which you can celebrate with your customers and your stakeholders. You'll be able to quantify the positive impact your reduction is having on the planet.

- 1. BASELINE** - using the most up-to-date data about the climate impact of food combined with your procurement data (see overleaf), the SRA and WRI will be able to provide you with a breakdown of where your food emissions are coming from. This will allow you to make changes you know will have a real impact.
- 2. REDUCE AND INNOVATE** - we'll help you flip-your-menu from meat-focused to veg-led. We'll use the resources we've developed over many years, tried and tested with feedback from your peers.

We will offer advice about how to make veg-led food sound more appealing, and simple ways to bust common myths around meat when talking to stakeholders.

- 3. BE AMBITIOUS** - the WRI are aiming to move the industry to a 25% average reduction by 2030. We can help you get there and we can be even more ambitious - let's exceed this target sooner, together.
- 4. MONITOR YOUR PROGRESS** - continue to measure and track your reduction journey with the SRA and the WRI, through their Cool Food Pledge.

[thesra.org/foodprint](https://thesra.org/foodprint)





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### WHAT'S NEXT

Whether you're just starting out on your meat-reduction journey or you've been on this path for a while, you can get involved with our Foodprint programme; baselining, reducing and then measuring as you go, to achieve long lasting change and reduction.

If you are an SRA foodservice member and operate across 50 sites or under you can sign-up to the Cool Food Pledge for free until the end of 2019. Register your interest at [thesra.org/foodprint](http://thesra.org/foodprint).

If you operate at 50 sites or more, please contact [community@thesra.org](mailto:community@thesra.org) to learn how we can facilitate your participation in the programme.

All we need from you to participate in the Foodprint impact programme is your commitment to baselining, reporting and reducing – see across more information about exactly how procurement data will be collected.

We will also be helping you to celebrate your veg-led innovations and champion your most sustainable dish in the form of a One Planet Plate - an SRA initiative that helps simplify what makes a 'good' plate of food & encourages diners to vote with their forks. Our supplier members will also be invited to share their expertise in sourcing great veg, and better meat.

**The time to change is now - we want to help you get here, and fast. Join us on the race to reduction.**

### THE WRI Calculator

Fill in the total weight of the product purchase in a 12 month period

Name of organization		
Location of organization		
Tracking period (e.g., Jan-Dec 2018)		
Mandatory food type	Weight of food purchased	Unit of measure
Beef		LB or KG
Pork		LB or KG
Poultry		LB or KG
Fish and seafood		LB or KG
Fish (finfish)		LB or KG
Shellfish (e.g., shrimp)		LB or KG
Lamb/sheep/goat		LB or KG
Dairy (liquid) - milk/yogurt/cream		GAL or L
Milk (cow's milk)		GAL or L
Yogurt		GAL or L
Cream		GAL or L
Dairy (solid) - cheese/butter		LB or KG
Cheese		LB or KG
Butter		LB or KG
Ice Cream		LB or KG
Eggs		LB/KG/GAL/L/DOZ?
Legumes and pulses		LB or KG
Beans, peas, lentils, chickpeas		LB or KG
Peanuts		LB or KG
Peanut butter		LB or KG
Soybeans/tofu		LB or KG
Nuts and seeds		LB or KG
Nuts and seeds		LB or KG
Nut/seed butters		LB or KG
Grains		LB or KG

Make sure they are in KG/ Litres/Dozen etc

Green is the main and blue is more granular. if you can, fill in everything. You will get a more accurate reading...

6 monthly/yearly assessment  
WRI annual calendar year

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