CERTIFYING OUT OF HOME OPERATORS IN EUROPE
EUROPEAN FORUM FOR CERTIFICATION

Compilation of the contributions presented at the BioFach Trade Fair in Nuremberg, Saturday, 20th February 2010

Organised and presented by
Carola Strassner, a’verdis sustainable foodservice solutions and University of Applied Sciences, Muenster, Germany
Camilla Mikkelsen, IFOAM-EU Group, Brussels, Belgium
Dear Reader

For the 7th time, Carola Strassner, of the University of Applied Sciences, Münster, and a’verdis, this year in cooperation with the IFOAM EU Group, arranged a session at BioFach in Nuremberg, February 2010, on the subject ‘Certifying out of home operators in Europe – European forum for certification’.

The focus on organic catering in Europe is a growing movement. It is therefore a great pleasure for us to present the (organic catering) sector with a bouquet of these standards and thus add to the sharing of information, experiences and inspiration across borders and organisations, and we hope that the exchange will facilitate beneficial contacts between those involved in the setting up and development of national and private catering certification standards.

A summary of the 2009 session “Certifying Out of Home Operators in Europe” and preceding developments can be found in the CORE Organic Project Series using “iPOPY” as a keyword in the orgprints archive. As one of the original developers of the German certification standards for mass catering a’verdis has a special place in this discourse. This year the IFOAM EU group joined forces with the University of Applied Sciences, Münster and a’verdis in the presentation of the European catering standards.

The IFOAM EU Group represents the organic movement in Europe and works to ensure that EU regulation meets IFOAM basic standards, and a harmonised implementation of EU regulation for organic production across Europe. The mass catering area is growing and therefore attracts increasing attention at pan-European level; The EU regulation for organic food and farming (EC No 834/2007) which came into force on January 1st, 2009, obliges the European Commission to report to the EU Council on the scope of the regulation before the end of 2011, with a clear reference to ‘organic food prepared by mass caterers’. Moreover, a Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions of 16 July 2008 on ‘Public procurement for a better environment’ opens up for promoting an increased consumption of organic food and farming products as tools to mitigate climate change.

In the following pages the presentations given at the BioFach session on certification of out-of-home catering are to be found.

We wish you enjoyable reading!

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Certifying Out of Home Operators in Europe
European Forum for Certification
at the BioFach Trade Fair in Nuremberg
Saturday, 20th February 2010 at 10:00 – 11:30
Room Oslo, CCN Ost/East

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<td></td>
<td>Camilla Mikkelsen, IFOAM-EU Group, Brussels, Belgium</td>
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<td>Carola Strassner, a’verdis and University of Applied Sciences, Muenster,</td>
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<td>Germany</td>
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<td>10:00-10:15</td>
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<td>Sabine Taudes, Austria Bio Garantie, Austria</td>
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<td>Certification for organic restaurants and catering services – A French</td>
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<td>Marine Renaudin, Institut National de l’Origine et de la Qualité (INAO),</td>
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<td>France</td>
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<td>10:30-10:45</td>
<td>Marketing organically sourced large scale kitchens – a Danish model</td>
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<td>Dorthe Kloppenborg, Økologisk Landsforening, Denmark</td>
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<td>Introduction to the Soil Association’s Food for Life Catering Mark</td>
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<td>Francis Blake, Soil Association, UK</td>
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<td>11:00-11:15</td>
<td>Opinions in Europe on Certification of Mass Catering</td>
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<td>Melanie Lukas, University of Applied Sciences, Muenster, Germany</td>
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- Organic regulations in Austria
- Critical benchmark of labelling options
- Local value of organic food in mass caterers

Certification in Austria

Regulation in Austria

Codex Austriacus Chapter A8

This national rule is valid since 1st of July 2009 for mass caterers (restaurants, hospitals, old-people’s homes, kindergartens, caterings…)

Regulation of:
- Labelling & advertising of organic products
- Initial and further inspections
- Documentary accounts
- Storage of products
- Specific provisions

- One or several organic ingredients
  - most commonly used
  - popularity: approximately 60%
  - free choice of the range of products
  - no equal products at the same time
  - indentification of organic & conventional products
  - traceability checks (accompanying documents)

Convention: organic origin of the organic declared products has to be traceable

Problems

- less public information about the new regulations
- reaction of authorities & agencies: currently no penalty
- standardized approach in each country
- currently there is less experience

*how is it going on? (Future prospects)*
Certification in Austria

Development in Austria

- High publicity of the ABG-Label (for simple identification of organic origin)
- More attention of the consumers
- High level of transparency for customers (new organic EC-label) → a lot of confidence
- Certified operators increase annually
- Far better logistic & range of products improves
- More suppliers → implementation gets easier

"Trust is good, control is better"
Austria Bio Garantie organic quality guaranteed

More information about the regulations and examples of declaration:

→ www.abg.at
→ s.taudes@abg.at

Thank you for your attention!
Certification for organic restaurants and catering services

French project

BIOFACH 2010

French project: organic restaurant certification

- Mass caterers operations are not included in the scope of the EU regulation 834/2007
- French authorities decided to establish national rules for organic restaurant and catering sector
- This work began in November 2007 and is still in marche

French project: organic restaurant certification

- Purposes of these national rules:
  - To develop the use of organic products in restaurants and caterers, with transparency and equity between operators
  - To have commune rules for all catering operators in order to guarantee a fair competition
  - To assure consumers trust
  - To enhance a “step by step” development of organic products in the restaurants
  - To have national rules adapted to the constraints of this sector in line with the principles of the EU regulation 834/2007

French project: organic restaurant certification

- These rules do not apply to the social catering (school canteens), only to the commercial restaurants and caterers
- When these national rules will enter into force, all the restaurants and catering operators proposing organic products will have to respect these rules and be certified

French project: organic restaurant certification

Table of content:
1- Scope
2- Definitions
3- Product specifications
4- Flexibility
5- Communication rules
6- Controls

French project: organic restaurant certification

1- Scope:
- Catering operators
  - preparing and/or selling
  - communicating on organic farming products
  - Not working in the social catering sector

- Rules do not apply to prepacked products and certified as an organic product

- Rules do not apply to operators concerned by Regulation (EC) n°834/2007
2- Definitions

- **Ingredient**: product used in the preparation of an elaborated product (e.g. flour)
- **Component**: mix of ingredients, which can be directly eaten by a consumer (e.g. bread)
- **Dish**: mix of components (e.g. pizza)
- **Menu**: list of dishes making a meal
- "carte"/menu: document listing all the dishes, menus, drinks

3- product rules

- **Case 1**: one or several ingredients or components are organic
  1- the operator can’t store/sell the organic form and non organic form of the same ingredient
  2- make sure that the products are organic

- **Case 2**: one or several dishes or menu are organic
  Principles of EU regulation for processors
  1- the operator can’t have the same ingredient as organic and non organic, except if a comprehensive traceability system is implemented and checked by the control body
  2- make sure that the products are organic
  3- 95% of ingredients are organic, no specification for the 5% left

- **Case 3**: all the products are organic
  Principles of EU regulation for processors
  1- make sure that the products are organic
  2- 95% of ingredients of the dishes are organic, 5% non organic if not available in organic farming
  3- 50% of labelled prepacked products are organic

4- Flexibility

If an organic ingredient can not be supplied because of temporary unavailability, menus and “cartes” must be changed.

In the cases 1 and 2, if the problem leads to stop the activity of the restaurant, the operator can use a non-organic ingredient, if he immediately informs his control body, and informs consumers with written notice.

The control body will check the reality of the unavailability.
French project: organic restaurant certification

5- Communication rules

<table>
<thead>
<tr>
<th>Case 1</th>
<th>Case 2</th>
<th>Case 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component or ingredient</td>
<td>Dish or menu</td>
<td>All products</td>
</tr>
</tbody>
</table>

1- The logo must be directly associated to the product (« AB » logo or « bio/biologique »).

E.g.: “all vegetables are organic, organic salad…”

2- The certificate must be at the consumer disposal.

1- A communication as "organic restaurant", "AB" logo can be used largely.

2- Idem.

6- Control

- Notification (precision of the case 1, 2 or 3)

- For cases 1 and 2, the content of the certification must be precisely specified (which ingredients, dishes or menus, and when: everyday, once a week, during a season…)

- Statements and registers:

<table>
<thead>
<tr>
<th>Case 1</th>
<th>Case 2</th>
<th>Case 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1- Specific register for organic products purchased and used; list the cases of unavailability (flexibility)</td>
<td>1- Same as case 1</td>
<td>1- Same as case 1 without flexibility</td>
</tr>
<tr>
<td>2- List the non-organic products (5%)</td>
<td>2- Same as case 2</td>
<td>2- Same as case 2</td>
</tr>
<tr>
<td>3- Technical register of dishes; cookery recipes</td>
<td>3- Same as case 2</td>
<td></td>
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6- Control

- Non-packaged foods which are sent from a central kitchen to retail outlets, are sent with documents to ensure the traceability.

- In case of storage of organic and non-organic products, the operator must avoid and prevent all risk of mix up.

French project: organic restaurant certification

Control points:

- General register of inputs
- Specific register of organic products
- Technical register of dishes/recipes (cases 2 and 3)
- Organic certification of incomes, means of traceability
- Menus and “cartes”
- Outputs by the bills

French project: organic restaurant certification

Calendar for the entry into force:

- Mid April 2010: proposal to begin the “opposition national procedure”
- + 2 months minimum
- End of the national procedure, and proposal for a national vote in September 2010

Thank you!

We keep in touch on this certification work

Marine Renaudin
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Marketing organically sourced large-scale kitchens – a Danish model
/Dorthe Kloppenborg, Organic Denmark

Organic Denmark
The Danish national association for organic food and farming.
100 companies
1000 farmers
4000 consumers
Danish name: Økologisk Landsforening
www.okologi.dk www.organicdenmark.com

The Organic Cuisine label
State-controlled

New rules for large-scale kitchens
1st January 2009: Large-scale kitchens were exempted from the EU regulations.

New rules designed for large-scale kitchens
- Changing menus
- Non bureaucratic and manageable
- Simple control
- Credible and ensuring the high trust in organic products, controlled by the authorities.

State-controlled label, public-private cooperate in promoting the label
Danish Ministry of Food, Agriculture and Fisheries published the label.

Organic Denmark (Økologisk Landsforening) applied for funds to promote the label, in cooperation with the authorities (the Danish Veterinary and Food Administration).
200.000 Euro (June 09-Feb 11) from the Danish Innovation Act.

What does the label say?
The label shows the share of organically sourced foodstuffs bought in the kitchen over a period (minimum 1 month, maximum 3 months)
A beacon for the organic engagement in the kitchen
It is not a label for organic content in certain dishes
Kitchen inform of specific organic raw materials.
Organic share/percentage

- Bronze  30-60% organic
- Silver   60-90% organic
- Gold     90-100% organic

The share is measured either by cost (kroners) or by weight (kilos). The label is the same regardless way of measuring.

"Gold kitchens" can call themselves "organic". Must have a policy for the 10% non-organic raw products.

How does it work in practice

The kitchen must send a summary showing that their organic share of the raw materials used over the previous three months has been within the relevant percentage level.

Subsequently kitchen internal control every 3 month. Secure use of right label and not mislead consumers

The kitchen will be registered as user of the relevant label – authorities subsequently carry out minimum annual inspections in order to ensure the documentation is right.

What counts in the percentage

Raw materials from farming and fish farming

Weight/value of raw materials of own harvest

As organic counts only organically certified products

(Wine from organically grown grapes counts as organic).

What does not count in the percentage

Non food

Salt

Water, eg. bottled water

Food from hunting and fishing (wild caught)

Other opportunities in the rules I

The kitchen can claim their use of certain organic raw products – e.g. "This kitchen uses only organic potatoes and carrots". This presupposes that the kitchen exclusively use the organic products mentioned in the claim. No non-organic products in stock.

Other opportunities in the rules II

Claim that certain dishes are organic – e.g. "organic spinach lasagne". The kitchen must exclusively use organic ingredients in the lasagne and the specific ingredients must not be present in the kitchen as non-organic.
Promoting the organic engagement
Valid documentation for the organic engagement – supports the kitchens need for demonstrating what they do.

Google Map of Denmark - kitchens with the organic cuisine labels at [www.oekologisk-spisemaerke.dk](http://www.oekologisk-spisemaerke.dk)

Signs with the label at the eatery, website, menu, at marketing material etc.

Increasing consumption
The rules ensure consumers relevant and easily understood information about the involvement of large-scale kitchens with organic products.

At the same time they support the work of large-scale kitchens in using more organic raw products.

Experiences and challenges
Wholesalers must prepare their system to supply kitchens with data for easy inventory (organic share)

Restaurants complain about beverages
  - too high volume compared to food

Fish is difficult to categorize
  - wild caught or from fish farming ?

Inspection fee (90 Euro/year)

Prospectively I
Cooperation with municipalities, professional organizations, guidance and advice in how to measure in practice.

Expecting around 1000 kitchens registered with one of the labels within the end of 2010.

[www.oekologisk-spisemaerke.dk](http://www.oekologisk-spisemaerke.dk) – also information in English.

Prospectively II
Long tradition of public food control system.
Great importance for the high confidence that consumers have in the organic control system and the products sold as organic.

Being launched lately the new labels are only in an early stage of introduction.
Expected soon to be well known and widely used in Denmark.

Go Organic when you go out
Consumers demand organic products – not just at home.

The Organic Cuisine label guides organic consumers to restaurants, cafés, canteens, schools, nurseries, hospitals, colleges etc. awarded with bronze, silver or gold.
Thank you

Dorthe Kloppenborg
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Certifying restaurants and caterers in Europe

Introduction to the Soil Association’s Food for Life Catering Mark
www.soilassociation/cateringmark

Francis Blake
Soil Association

• Introduction to the Soil Association
• The Food for Life Catering Mark
• ‘Normal’ certification

What is the Soil Association?
The leading environmental charity in the UK promoting planet-friendly food and farming through education, campaigns and community programmes

Introduction to the Soil Association’s Food for Life Catering Mark

www.soilassociation/cateringmark

The Soil Association

The leading environmental charity in the UK promoting planet-friendly food and farming through education, campaigns and community programmes

Soil Association campaign
• Taken up by Jamie Oliver
• Led to a major project

Partnership between:
• Garden Organic
• School Food Trust
• Soil Association

Funded by:
• The National Lottery

A practical way forward

The Soil Association’s Food for Life Catering Mark

• Progressive approach with 3 levels
• Freshly prepared
• Ethically sourced
• Seasonal, local, organic

Bronze level requirements

• Meals do not contain undesirable food additives or hydrogenated fats
• No GM
• All meat “Farm assured”
• Eggs are from cage-free hens – as a minimum
• Menus are seasonal and this is highlighted
• 75% of dishes are freshly prepared
• CPD for staff:
  – Food education
  – Developing skills
  – Cooking from fresh and telling the story about the food on the menu
### Silver level requirements

- A range of local, organic and Fair Trade food is served – the same products can qualify for more than one category
- MSC fish is considered equivalent to an organic item
- Chicken, eggs and pork are high welfare = free range, Freedom Foods or outdoor reared
- No fish is served from the Marine Conservation Society 'fish to avoid' list
- Information is on display about where food has come from – reinforcing food culture

### Gold level requirements

- At least 30% of ingredients are organic or Marine Stewardship Council certified
- At least 50% of ingredients are locally sourced
- Some organic meat, dairy products or eggs must be on the menu – as a commitment to the highest levels of animal welfare
- Vegetarian dishes are being promoted as part of a balanced, climate friendly diet – without an over reliance on cheese

### Application and approval

- Simple process
- Application Pack
- Step by step instructions
- Approving a menu over rotation
- Simple list of documents needed to be supplied
- Advice available
- Independent audit by SA Certification
- Certificate
- FFL CM Logo can go on

### How much will it cost?

- Local Authorities Caterers and the Public Sector - £995
- Others – small levy
- Total Food for Life Catering Mark sales:
  - Less than £165,000 = £495
  - More than £165,000 = 0.3% of approved menu sales

### ‘Normal’ certification

- Certifying individual ingredients
  - Just those ingredients must be organic
  - No use of SA logo
- Certifying individual dishes
  - Regulation applies to the specified dishes
  - May use the SA logo on the menu for those dishes
- Certifying the whole restaurant/catering
  - Requirements of the organic regulation
  - May use the SA logo on the whole restaurant
Opinions in Europe on Certification of Mass Catering

presented by Melanie Lukas
UAS Muenster/ Germany

The aim of iPOPY is to study how increased consumption of organic food may be achieved by implementation of relevant strategies and instruments linked to food serving outlets for young people in some European countries (NO, DK, FI, IT, DE).

Workpackage 3 includes among other tasks the review and analyse procedures for certification of food serving outlets to propose certification procedures adapted to general European conditions.

What was the main aim?

3 important questions:

What is the opinion about the current (non-)regulation of mass catering in European countries?

What is the opinion about the situation regarding the whole of Europe?

What is the position regarding a potential European harmonisation of this area of organic certification?

Methodology - What we did

2 Online- surveys

The first survey:
Open from the 4th December 2009 to 31st January 2010
Adressed to 190 certification bodies in all European member states and to Switzerland, Liechtenstein...
17 questions, open and closed

The second survey:
Open from the 15th January 2010 to 31st January 2010
Adressed to 150 persons who are involved in the field of Out-of-home business
18 questions , open and closed

Which persons answered the surveys?

First survey:
Only send to certification bodies

General manager of the Certification bodies
Certification manager
Head of sections
Quality manager

Second survey:
Send to people who are involved in this business

People who work:
In the public sector
As researchers / scientific sector
Developer
Journalist

Which countries answered?

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Norway
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
UK
Ukraine
United Kingdom

Portugal
The Netherlands
Denmark
Finland
Latvia
Estonia
Norway
Sweden
Austria
Slovenia
Slovakia
Albania
Greece
Italy
Spain

Melanie Lukas- 20th Feb. 2010
Satisfaction level - certification bodies
How would you assess your satisfaction level about the present regulation of Organic Certification in Out-Of-Home Businesses in your own country?

Satisfaction level - comparison
How would you assess your satisfaction level about the present regulation of Organic Certification in Out-Of-Home Businesses in your own country?

Satisfaction level compared to the individual form of regulation
How would you assess your satisfaction level about the present regulation of Organic Certification in Out-Of-Home Businesses in your own country?

Satisfaction level about the regulation in Europe
How do you assess your satisfaction level with the present situation of the Organic Certification in Out-Of-Home Businesses in Europe?

The opinion about an EU-wide harmonisation...
What is your opinion on a possible EU-wide harmonised organic certification scheme for restaurants and catering?

Positive impacts
- "Good to have consistency in organic standards throughout the EU"
- "Create the same possibilities for all countries"
- "Easier to handle for European and International companies, for consumers, producers and inspectors"
- "Greater credibility"
- "Potential expansion of the use of organic food"
- "Comparability makes a discussion between countries more easier"
- "It will be easier to discuss problems"
Negative impacts

- Conditions are very different across the EU
- Flexibility of the guidelines is necessary for national circumstances
- Regulation should not be too bureaucratic
- Regulation should be changed in a negative way
- The rules may not be as strict as they are now
- Greater costs

Strengths and Weaknesses

Which Strengths and Weaknesses do you see in the case of a future potential harmonisation?

- Better cooperation between countries and larger diversity of organic products
- Cross-national cooperation and control
- Easier for suppliers and exporters, transparent for consumers
- Better traceability
- Consumer confidence
- Better understanding in “one” Europe
- It is good to have international cooperation in the sense of bringing forward ideas how to achieve a good certification. Every country can select what is appropriate for their situation. Although a minimal level of rules should be developed for all restaurants in Europe.
- Better cooperation between countries and larger diversity of organic products
- Consumer confidence
- Cross-national cooperation and control
- Easier for suppliers and exporters, transparent for consumers

Strengths and Weaknesses

Which Strengths and Weaknesses do you see in the case of a future potential harmonisation?

- Need for individual solutions (but generalised)
- There is no need for harmonisation, you do not move a restaurant from one country to another, like you do with goods.
- Less flexibility could be the result for some countries
- Accept that organic sales cannot grow by making rules. The consumer will always be the starting point (awareness, attitude, knowledge, price,...)
- A lowering of standards in certain countries and the removal of focus on local climate-friendly food.
- Especially in public sector, food systems are so different between countries, that it is still difficult to get comparable regulations.

Stakeholders for a potential harmonisation process

Which stakeholders should be involved to discuss a possible future harmonisation of catering and restaurant certification in Europe?

Cert bodies: 66% 79%
Professionals: 47% 56%

The strongest drivers for a harmonisation process

Who do you think would be the strongest drivers in the process of a possible future harmonisation in Europe?

Cert bodies: 68%
Professionals: 44%

The additional statements

What are, in your opinion, the most important factors for bringing a potential harmonisation process forward?

- I can see conflicts in the caterers that could prefer not have an obligation about the certification but I think it’s could be a must for the development of the organic also in this sector.
- Freedom of trade
- Different needs and traditions in different countries
- I don’t think the harmonisation is the biggest problem, not if you don’t do an EU-regulation. The biggest conflict is to establish practical and functional scheme in countries without any scheme.
- “Sustainable vs. budgetary elements” and discussions of the right to define the problem
What are the main conclusions?

- The results can only reflect a small set of opinions because of the small rate of return, but we can see a first status quo for this field of research.
- Especially the certification bodies are not satisfied about the different regulation systems of organic certification of mass catering within Europe.
- There is no correlation between the satisfaction level of the participants and the type of country regulation.
- 80% of all participants can think of mainly positive impacts regarding a potential EU-harmonisation.
- As important stakeholders and drivers for a potential process, all important institutions > certification bodies, organic associations, caterers and political authorities, should be involved in this process.

Thank you very much for your attention!

Contact: melanie.lukas@fh-muenster.de

The iPOPY-project (2007-2010) is one out of eight transnational pilot projects funded by the CORE Organic funding body network within the context of the European Research Area.