

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
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Camilla Mikkelsen, IFOAM-EU Group, Brussels, Belgium

Münster University of
Applied Sciences



a'verdis
nachhaltige Verpflegungslösungen

IFOAM
EU GROUP

Working for organic food
and farming in Europe

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!



Prof. Dr. Carola Strassner

UAS Münster & a'verdis

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www.a-verdis.de



Camilla Mikkelsen

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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

Programme organised and presented by	 <p> www.fh-muenster.de www.a-verdis.com www.ifoam-eu.org </p>	
10:00	Opening the session Camilla Mikkelsen, IFOAM-EU Group, Brussels, Belgium Carola Strassner, a'verdis and University of Applied Sciences, Muenster, Germany	
10:00-10:15		<i>Certification of Mass Catering in Austria</i> Sabine Taudes, Austria Bio Garantie, Austria
10:15-10:30		<i>Certification for organic restaurants and catering services – A French project</i> Marine Renaudin, Institut National de l'Origine et de la Qualité (INAO), France
10:30-10:45		<i>Marketing organically sourced large scale kitchens – a Danish model</i> Dorthe Kloppenborg, Økologisk Landsforening, Denmark
10:45-11:00		<i>Introduction to the Soil Association's Food for Life Catering Mark</i> Francis Blake, Soil Association, UK
11:00-11:15		<i>Opinions in Europe on Certification of Mass Catering</i> Melanie Lukas, University of Applied Sciences, Muenster, Germany
11:15-11:30		Discussion
11:30		Closing the session


AUSTRIA  GARANTIE
Österreichs führende
Bio-Kontrollstelle

„Certification of mass caterers in Austria“



Sabine Taudes


Mag. Sabine Taudes

Certification in Austria 

Index

- Organic regulations in Austria
- Critical benchmark of labelling options
- Local value of organic food in mass caterers

Nürnberg, 20.02.2010 Sabine Taudes

Certification in Austria 

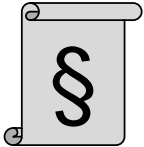
Regulation in Austria

Codex Austriacus Chapter A8


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

Regulation of:

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




Nürnberg, 20.02.2010 Sabine Taudes

Certification in Austria 

- 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
 - identification of organic & conventional products
 - traceability checks (accompanying documents)


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

Nürnberg, 20.02.2010 Sabine Taudes

Certification in Austria 

- Organic dish/menu or buffet
not often used (5%)
 - high risk for substitution of products
 - conducting unannounced random inspections in addition
 - separation of storage & preparation
 - documentation of cleaning measures

Nürnberg, 20.02.2010 Sabine Taudes

Certification in Austria 

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)

Nürnberg, 20.02.2010 Sabine Taudes

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



Nürnberg, 20.02.2010



„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



Nürnberg, 20.02.2010

Sabine Taudes



Thank you for your attention!



Certification for organic restaurants and catering services

French project

BIOFACH 2010



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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



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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



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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



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French project : organic restaurant certification

Table of content :

- 1- Scope
- 2- Definitions
- 3- Product specifications
- 4- Flexibility
- 5- Communication rules
- 6- Controls



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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



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French project : organic restaurant certification



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



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French project : organic restaurant certification



“step by step” approach :

- **Case 1** : one or several ingredients or components are organic
 - > (organic carrot, organic bread)
- **Case 2** : one or several dishes or menu are organic
 - > (organic salad, organic season menu)
- **Case 3** : all the products are organic



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French project : organic restaurant certification



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



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French project : organic restaurant certification



3- product rules

- **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**



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French project : organic restaurant certification



3- product rules

- **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



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French project : organic restaurant certification



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.



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French project : organic restaurant certification

5- communication rules

Case 1 Component or ingredient	Case 2 Dish or menu	Case 3 All products
<p>1- the logo must be directly associated to the product (« AB » logo or « bio/biologique ») E.g. : "all vegetables are organic, organic salad..."</p> <p>2-The certificate must be at the consumer disposal</p>		<p>1- a communication as "organic restaurant", "AB" logo can be used largely.</p> <p>2- idem</p>



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French project : organic restaurant certification

6- Control

- > Notification (precision of the case 1, 2 or 3)
- > For cases 1 and 2, the content of the certification must be precised (which ingredients, dishes or menus, and when : everyday, once a week, during a season...)
- > statements and registers :

Case 1	Case 2	Case 3
<p>1- specific register for organic products 2- list the non-organic purchased and used ; list the cases of un-availability (flexibility)</p>	<p>1- same as case 1 2- list the non-organic products (5%) 3- technical register of dishes ; cookery recipes</p>	<p>1- same as case 1 without flexibility 2- same as case 2 3- same as case 2</p>



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French project : organic restaurant certification

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**




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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



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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



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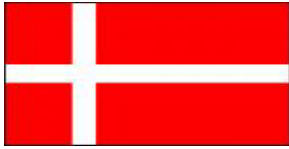
Thank you !

We keep in touch on this certification work

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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



Ministry of Food,
Agriculture and Fisheries
Danish Veterinary and Food Administration

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 months.
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

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 – 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
dk@okologi.dk

Certifying restaurants and caterers in Europe

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

www.soilassociation/cateringmark

Francis Blake
Soil Association

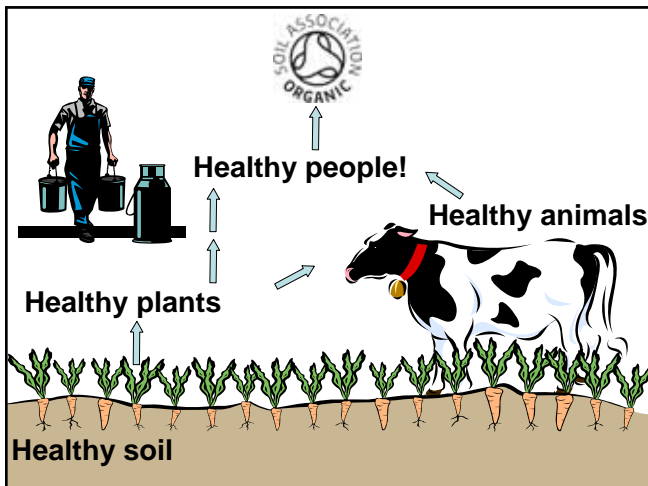


- Introduction to the Soil Association
- The Food for Life Catering Mark
- 'Normal' certification



What is the Soil Association?

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



Food for Life
healthy, local, organic school meals

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

Partnership between:

- Garden Organic
- School Food Trust
- Soil Association

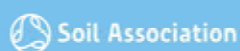
Funded by:

- 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



Research Project:
One of the eight CORE-Organic research projects
(Coordination of European Transnational Research in Organic Food and Farming)

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?

Melanie Lukas- 20th Feb. 2010

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Methodology- What we did



2 Online- surveys

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

17 questions were the same in both surveys

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

Melanie Lukas- 20th Feb. 2010

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Which countries answered?



Melanie Lukas- 20th Feb. 2010

5

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

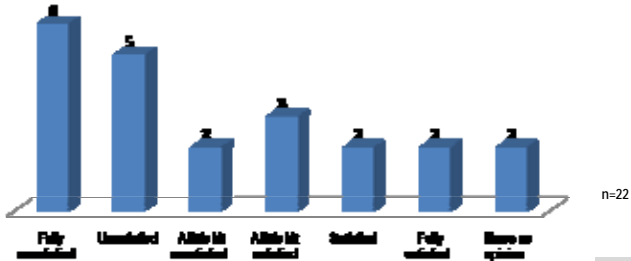


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Satisfaction level - certification bodies

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



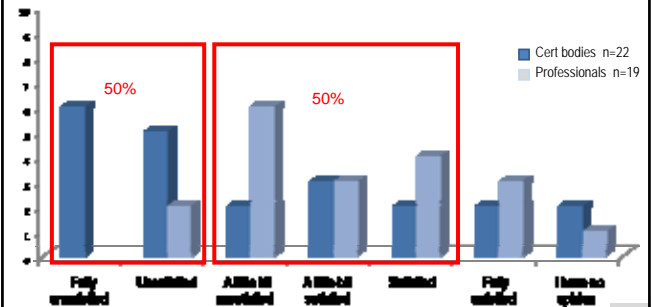
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Satisfaction level - comparison

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

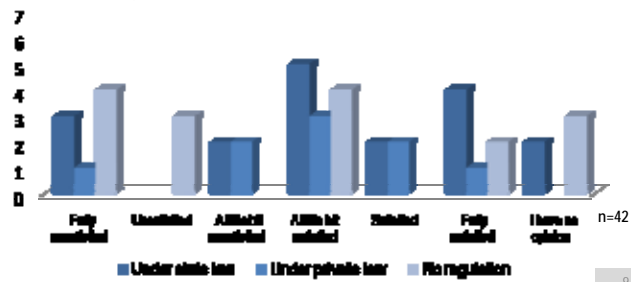


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Satisfaction level compared to the individual form of regulation

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



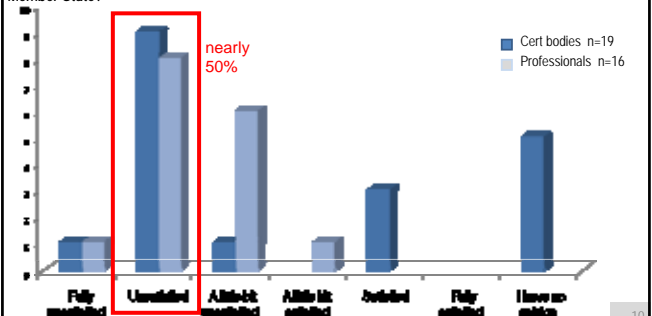
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Satisfaction level about the regulation in Europe

How do you assess your satisfaction level with the present situation of the Organic Certification in Out-Of-Home Businesses in Europe? Are you satisfied about the regulation situation which is nearly completely different in every Member State?

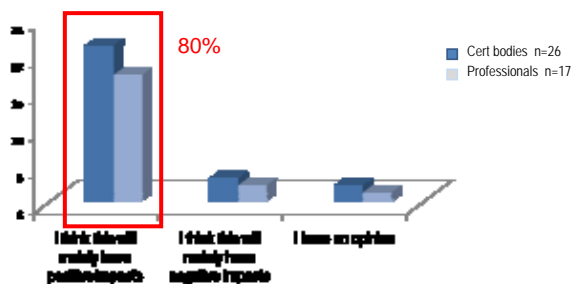


Melanie Lukas- 20th Feb. 2010

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The opinion about an EU-wide harmonisation...

What is your opinion on a possible EU-wide harmonised organic certification scheme for restaurants and catering?



Melanie Lukas- 20th Feb. 2010

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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“

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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“

Melanie Lukas- 20th Feb. 2010

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“

„Better commercial exchanges“

„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.“

Melanie Lukas- 20th Feb. 2010

Strengths and Weaknesses

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

„Especially in public sector, food systems are so different between countries, that it is still difficult to get comparable regulations.“

„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.“

„A lowering of standards in certain countries and the removal of focus on local climate-friendly food. “

„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,...)“

Melanie Lukas- 20th Feb. 2010

Stakeholders for a potential harmonisation process

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

Stakeholder Category	Cert bodies (%)	Professionals (%)
Caterers	66%	56%
Political institutions	66%	47%
Certification bodies	79%	56%
Organic associations	75%	60%
Other NGOs	~15%	~10%
Other Stakeholders	~10%	~5%

Melanie Lukas- 20th Feb. 2010

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?

Driver Category	Cert bodies (%)	Professionals (%)
Organic associations	68%	61%
Certification bodies	63%	50%
Political institutions	33%	50%
Caterers	44%	50%
Other Stakeholders	~10%	~5%
Other NGOs	~5%	~5%

Melanie Lukas- 20th Feb. 2010

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

Melanie Lukas- 20th Feb. 2010

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

Melanie Lukas- 20th Feb. 2010

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Thank you very much for your attention!

Contact:
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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.