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# An introduction

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Food for Life Served Here Development Manager

# The Soil Association: some context

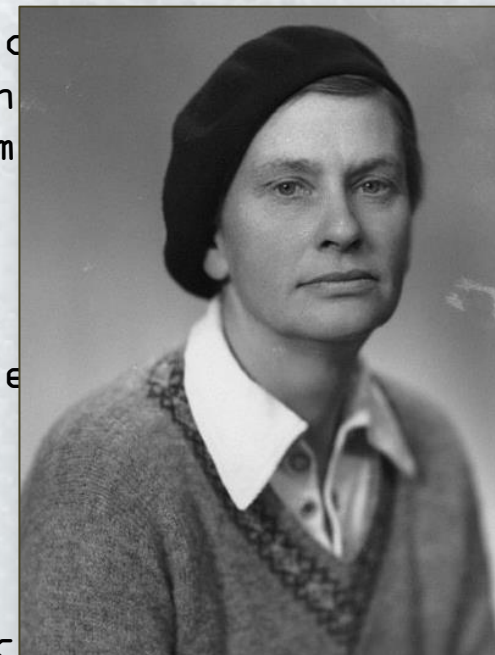
1946: founded by a group of farmers, scientists and nutritionists who observed a direct connection between farming practice and plant, animal, human and environmental health.

1967: Organic standards established.

1973: Certification to the standards began.

2017: 150 staff concerned with:

- a) campaigning for healthy, humane and sustainable food, farming and land use;
- b) providing technical support and advice to farmers and businesses;
- c) certifying to our standards, through our trading subsidiary Soil Association Certification.



*Lady Eve Balfour,  
Founder*



# The Soil Association: campaigns



# Food for Life Served Here

## Some history:

2003: Food for Life campaign launched

2009: First Catering Marks awarded

2016: Over 1.7 million Catering Marks  
meals served daily

2017: Name changes to Food for  
Life Served Here



*Jamie Oliver and turkey  
twizzlers*

## Why the new name?

- Designed to help you promote your 'fresh, local and honest' meals and menus to customers in public-facing venues, and to drive demand in public sector settings.
- Supported by consumer campaign targeted around digital engagement.
- So you can easily show customers that you are ticking the sustainable and local boxes.
- To make sure nutritious food is available in the places that most need it.

# Food for Life Served Here



A nationally established and independent scheme with an on-site annual inspection.



**Bronze** rewards food that is:

- Freshly prepared
- Free from trans fats
- Ethically sourced
- Sustainable
- Enabling healthier food choices

Silver and **Gold** get extra marks for:

- Using organic ingredients
- Championing local producers
- Sourcing from other



# A rapidly growing movement

...

Over

50%

of English primary schools have a Food for Life Served Here mark

1 in

UK universities have achieved Food for Life Served Here

10,000

0

UK schools serve Food for Life meals

over

300

early years settings serve Food For Life meals

5

40,000

Food for Life meals are served daily to patients, staff and visitors in UK hospitals.

that's

13.5 million meals a year

2.2

million

Food for Life meals are served annually in workplace restaurants and cafés

available in

14

visitor attractions around the UK

# Key benefits include:

- Demonstrates with confidence your commitment to using fresh, local and sustainable ingredients
- Managing costs without compromising on quality
- Being the proud recipient of a meaningful award is a great marketing tool and news story
- Can help caterers win contracts and increase meal take-up





Don't just take our  
word for it ...

“ Food for Life Served Here ... will generally guarantee good or excellent performance by caterers against the award criteria in the balanced scorecard. ”

Balanced Scorecard

“ Food for Life Served Here ... not only provides children with nutritious food, but also provides parents with reassurance that their children are being fed responsibly. ”

David Laws, Minister of State for Schools,  
November 2014

“ The Balanced Scorecard is a supporting tool to use in order to procure food and catering services. ”

**Government Buying Standard (recommended by DEFRA)**





# Food for Life Served Here: what the standards mean in practice

## No

- X E621 monosodium glutamate
- X E635 sodium 5-ribonucleotide
- X E950 acesulfame K
- X E951 aspartame
- X E954 sodium saccharine
- X E211 sodium benzoate
- X Partially hydrogenated oils
- X Meat with no farm assurance or endangered fish

## YES

- ✓ At least 75% of dishes are freshly prepared
- ✓ Seasonal produce is used as much as possible
- ✓ All meat is ethically-sourced
- ✓ All eggs are free range
- ✓ Staff training
- ✓ Free drinking water is available

Plus, at Gold and Silver, points awarded for local, fair trade, sustainably sourced and organic food and for making healthy eating easier.



# Training and support

## Gaining Bronze

Flexible training options cover benchmarking, progress review, staff training, final review and marketing support.

*We are in a position where our managers have an understanding and can apply the Food for Life Served Here standards within our business ...*

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Dennis Purcell

Food Service Director at Pride Catering

## Upgrading to Silver and Gold

Comprehensive training covers meeting requirements, staff training, final review, marketing and dedicated support.

*The workshop made us all think about what we eat and where it comes from. My staff now understand how environmental issues impact on our daily lives ...*



# Food for Life Suppliers

Food for Life Suppliers help to bring caterers and suppliers together by

- understanding the Food for Life Served Here standards and ethos;
  - helping with audit trails and inspections;
  - supplying compliant products;
  - sourcing new lines that meet Food for Life Served Here standards;
  - connecting you with local producers;
  - connecting you with national suppliers;
- 
- saving you money and time.

“*The quality of food served has significantly improved across the board, without increasing prices.*”

Kevin Taylor  
Stores and Procurement Officer, Edge Hill University



# Next steps

## Assess how you're doing

See [www.soilassociation.org/catering/standards](http://www.soilassociation.org/catering/standards).

## Apply

Application forms are available at  
[www.soilassociation.org/catering/applynow](http://www.soilassociation.org/catering/applynow).

Contact us separately to discuss costs.

## Receive your award!

Your Food for Life Served Here Development Manager supports you right up to the point of inspection.

## Get in touch

[hcawell@soilassociation.org](mailto:hcawell@soilassociation.org)

[www.soilassociation.org/catering](http://www.soilassociation.org/catering)



# Thank you

We look forward to you becoming part of the Food for Life movement.

And I'll leave you with this thought ...

One third of our daily calories are now consumed outside the home, in the form of snacks, meals out, bought sandwiches etc.

Let's make sure we're all able to make healthy eating choices.

[www.soilassociation.org/catering](http://www.soilassociation.org/catering)