



# FOOD MADE GOOD

## 2023 RATING REPORT

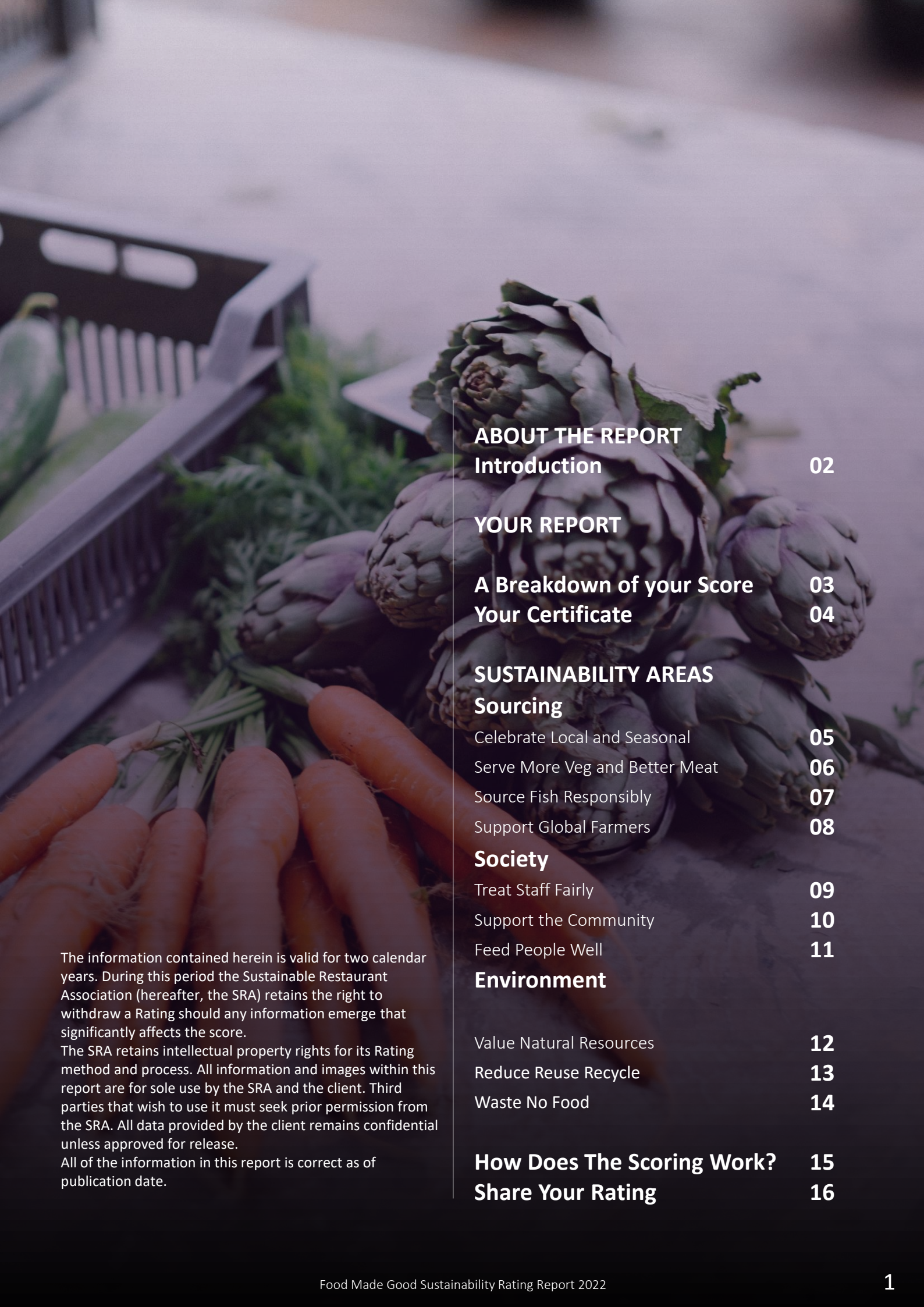
This report is for:

De Montfort University

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June 6, 2023

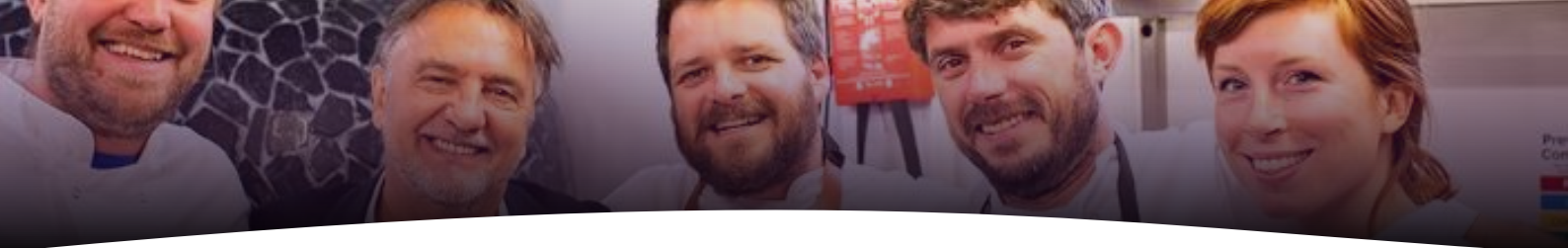




The information contained herein is valid for two calendar years. During this period the Sustainable Restaurant Association (hereafter, the SRA) retains the right to withdraw a Rating should any information emerge that significantly affects the score. The SRA retains intellectual property rights for its Rating method and process. All information and images within this report are for sole use by the SRA and the client. Third parties that wish to use it must seek prior permission from the SRA. All data provided by the client remains confidential unless approved for release. All of the information in this report is correct as of publication date.

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# INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for completing your 2022 Food Made Good Rating. Committing to this process is no small feat after the past couple of years that we have collectively endured, and we are proud to see that sustainability has remained a priority for you and for so many across the industry.

When publishing the Rating this year, it was important to us as an organisation that it both challenges the sector with up-to-date questions that reflect current issues, while also retaining familiar goalposts after the rollercoaster of the past couple of years. Though the urgency for action is more potent than ever, we have kept the changes to a minimum as we feel it's important that businesses like yours are able to return to the Rating, post Covid, for an assurance that you've not been knocked off course.

We know that consumers care now more than ever about sustainability. The Food Made Good Rating is the world's largest and most comprehensive measure of sustainability in food service. By completing the Rating, you are showing the industry, your team and your customers, that action matters infinitely more than intention. Your commitment ensures the credibility of your actions, strengthening our collective ability to push the industry further, faster forward.

This document is your final 2022 Report. In it we celebrate all the ways that your business is succeeding on the road to sustainability, while helping to lay out a path toward continual improvement. You will notice that we have spent more time celebrating the qualitative information that you have shared, while continuing to assess quantitative impact through the score.

You will also see that your initial report no longer includes the benchmark against other businesses. As our benchmarks are cumulative, they compare against previous businesses that have completed the rating. This year it didn't feel right to start reporting against a pre-Covid world. Therefore, rather than issuing rolling benchmarks, we will issue benchmark reports in one go to all those that have completed the rating by the end of the year, when we can make fair comparisons with the whole cohort.

In challenging times for our sector, it's more important than ever that you make the most of your sustainability efforts. Changing the industry begins with showing diners that better is possible, and we need your help to get the word out. Begin by sharing and celebrating your Rating, showcasing your successes, and promoting your plans for the future. You'll find a one-pager with top tips at the end of the report.

Being a Food Made Good business is more than doing your Rating – it is also about sharing your success, your knowledge, and your questions with others to drive the industry forward. Look for opportunities to engage on the Community, to share what you have learned and where you might still have questions.

We are here to help you accelerate on the issues that matter most. Please don't hesitate to get in touch. Thanks again for being part of the movement to make food good.

**Managing Director**

**70%+**



**60% - 69%**



**50% - 59%**



# A BREAKDOWN OF YOUR SCORE

## De Montfort University

YOUR SCORE IS 66%

GIVING YOU A 2 STAR RATING



*A good restaurant will...*

### SOURCING

58%



CELEBRATE LOCAL & SEASONAL

68%



SERVE MORE VEG & BETTER MEAT

39%



SOURCE FISH RESPONSIBLY

60%



SUPPORT GLOBAL FARMERS

64%

### SOCIETY

71%



TREAT STAFF FAIRLY

75%



SUPPORT THE COMMUNITY

68%



FEED PEOPLE WELL

71%

### ENVIRONMENT

72%



VALUE NATURAL RESOURCES

59%



REDUCE REUSE RECYCLE

78%



WASTE NO FOOD

79%



**2023**

**YOUR OVERALL SCORE**

**66%**

**De Montfort University**

*Raymond Blanc OBE*  
President

*Jo Cliff ND*  
Managing Director

## SOURCING

### CELEBRATE LOCAL & SEASONAL

68%



Serving locally sourced and seasonal produce promotes a healthy environment and provides the British agricultural industry with much needed support.

Half of diners tell us they want restaurants to serve local produce, yet Britain is more reliant on food imports now than it has been at any other time over the last 40 years. Local food has become even more important in a post-Brexit and post-pandemic world.

Best performers in this area are building loyalty with local suppliers, and are enjoying more opportunities for creativity and flexibility by letting seasonal produce dictate their menus.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The transparency of supply chain and procurement activities (internal and external)
2. Your policies to promote British and/or local supply chains
3. How you assess your suppliers/producers
4. How you communicate provenance to your customers, staff & the wider public

### YOUR ATTENTION TO DETAIL

De Montfort University has a small garden they manage, and work closely with the gardeners to decide what to grow and how to use it.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Craft an operational policy that favours British seasonal produce, aiming for local sourcing where possible.
- ☐ Actively engage with all suppliers across your procurement and ask them to provide information about the farms or individual producers of the ingredients you buy.
- ☐ Provide information on the place of origin and seasonality of your local and seasonal produce to promote the traceability and transparency of your menu.
- ☐ Research your local area and [identify key agricultural products](#) you can include in your menu.



## SOURCING

### SERVE MORE VEG & BETTER MEAT

39%



Serving more veg and better meat is healthier for both diners and the planet. By reducing a dish's meat portion from 200g to 150g, per plate carbon emissions can be cut by a third.

With customer demand at an all time high for plant-based dishes it makes sense for the planet and your business to capitalise on veg-led eating.

Best performers in this area have upped the proportion of veg-led dishes to half the total menu. From 2021, we have added more emphasis on the increase of veg on the plate, on certification standards for fruit and veg, and on sales of veg-leg options.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The agricultural standards of your meat, dairy, egg, fruit & vegetable procurement
2. Your policies to serve better meat and more vegetables
3. Whether your policies cover the appropriate risk areas
4. How you source and serve meat, dairy, fruit & vegetables
5. How you communicate your sourcing strategies to your customers

## YOUR ATTENTION TO DETAIL

De Montfort University has a comprehensive animal welfare policy that addresses responsible antibiotic use, animal feed standards, and humane transport.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Source and serve higher welfare beef, where cattle are provided with open space to roam outdoors and a natural diet of indigenous grasses.
- ☐ Source and serve higher welfare poultry. At a minimum, look to meet the requirements of the Better Chicken Commitment – [sign up here](#).
- ☐ Consider purchasing lower-cost items (potatoes, onions, etc) that are farmed to LEAF, organic or biodynamic standards. Aim to incrementally increase the amount and types of product bought to these standards.
- ☐ Make your animal welfare policy available to all staff and customers. Also emphasise it in the recruitment and training process.

## SOURCING

### SOURCE FISH RESPONSIBLY

60%



Sourcing fish responsibly keeps our oceans healthy for years to come.

Moving away from the 'Big 5', knowing the endangered species to avoid and using the Good Fish Guide is essential in serving sustainable fish.

Best performers in this area are reaping the benefits of closer ties with suppliers and a better informed, trusting customer base keen to try a variety of fish.

### YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Highlight sustainable fish options on your menu to help customers make informed decisions. Share details about the capture method, provenance and species name. e.g., Line-Caught Cornish Plaice or Rope-grown Scottish Mussels.
- ☐ [Avoid sourcing the Big 5](#) and opt for less threatened and less popular fish species.
- ☐ Source fish based on ecological seasonality and diversify the species offered on your menu.
- ☐ Include staff outside of procurement or management in the policy review process and hold regular staff training on your policies.

### UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The production standards of your fish & seafood procurement
2. Your policies to source fish responsibly
3. Whether your policies cover the appropriate risk areas
4. How you source and serve fish & seafood
5. How you communicate your sourcing strategies to your customers


### YOUR ATTENTION TO DETAIL

De Montfort University only sources fish that is currently rated 1-3 by the MCS Good Fish Guide.



## SOURCING

### SUPPORT GLOBAL FARMERS

64% 

Carefully selecting the products you source from global farmers ensures the livelihoods of communities and often lends itself to higher standards of agricultural practices, as well as a more considered product.

Best performers in this area have helped bring their customers and coffee suppliers closer together, creating premium bespoke products that taste great, support communities and have a great story to tell. This year we have added a focus on responsible palm oil sourcing policy and will value those who offer dairy alternatives.

### YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Purchase tropical fruits to higher ethical and environmental management standards, such as Fairtrade, Rainforest Alliance or Fair For Life.
- ☐ Develop an ethical supply chain policy to protect natural ecosystems and respect Human Rights – check out this [guide here](#).
- ☐ Consider building community development initiatives into your supplier agreement, procurement policy or internal supplier criteria that directly benefit farmers and their communities. Ask your supplier to provide annual updates on the progress of these initiatives.

### UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The environmental and ethical production standards of your global commodities
2. Your policies to support global farmers
3. Whether your policies cover the appropriate risk areas
4. How you source global commodities
5. How you communicate your sourcing strategies to your customers

### YOUR ATTENTION TO DETAIL

De Montfort University purchases Fairtrade tea and sugar and Rainforest Alliance coffee and chocolate.

## TREAT STAFF FAIRLY

Treating people fairly, especially staff, is good for business. It's hard enough attracting new team members. Treating them fairly is key to retaining them. High staff turnover costs the hospitality industry close to £300m a year and almost half of all chef vacancies are considered hard to fill.

Best performers in this area are thinking about how to offer their staff more than just a fair wage by experimenting with new working patterns and benefit packages, and from 2021 have implemented an equal pay policy. We will also value inclusive employment by asking the percentages of BAME staff members and women in leadership positions.

75%



## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The diversity of your workforce
2. Career progression opportunities
3. Your policies to treat staff fairly
4. The availability and comprehensiveness of your policies and whether they exceed legal compliance
5. Your employee package; pay, benefits, pastoral care, parental leave, sick pay

## YOUR ATTENTION TO DETAIL

De Montfort University supports its staff by providing certified mental health first aid, mental health training, mindfulness training, and a zero-tolerance policy for bullying and harassment.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Consider consulting your workforce about any policies that they would like to be included in your staff policy.
- ☐ Monitor your rota and set targets to reduce the amount of overtime in your workforce. Identify the top positions producing overtime and arrange meetings with those staff members to assess how to reduce their overtime.
- ☐ [Engage with the Food Made Good Community](#) to share your efforts to support your staff and to learn from other businesses who are excelling in this area.

## SUPPORT THE COMMUNITY

68%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

Best performers in this area are developing closer ties with their local neighbourhoods, and their staff are being motivated by the enriching experiences this provides.

### UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your community & charity engagement strategy
2. How you communicate your strategy internally & externally
3. Whether your recruitment and/or procurement strategy supports your community engagement
4. How your business interacts with the immediate environment and supports a diversity of customers

### YOUR ATTENTION TO DETAIL

De Montfort University engages with local secondary schools and supports them with campus tours and educational sessions.

### YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Look at your menu and identify products that come from the global south, i.e., sugar, chocolate, tropical fruit, tea, coffee etc. Consider how your work with international charities can strengthen your company's social responsibility, for instance, consider working with charities working to end modern slavery in the chocolate, tea, coffee and sugar industries.
- ☐ Seek out transferable skills from your business and employees with which you can [support your local community](#).
- ☐ Consider increasing the frequency with which you support the community, such as integrating charitable actions into your week. Examples include hosting a quiz night raising money for a local school, or having one dish on the menu every week from which all proceeds go to charity. This will help weave supporting the community further into your business model.



## FEED PEOPLE WELL

71%



Feeding people well helps to encourage and educate the public about how interesting healthy eating can be.

With eating out no longer being a rare treat, it is important to provide people with dishes that are good for both them and the planet, meaning well balanced dishes which are rich in vegetables.

Best performers in this area are capitalising on families' growing appetite for an eating out experience that not only tastes great but is also nutritious.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your healthy eating policy & strategy
2. The operational ways that your business support a healthy & equitable food environment

## YOUR ATTENTION TO DETAIL

De Montfort University's menus detail the dishes' calorie information so customers can make informed decisions.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Adapt your menu to clearly highlight healthy cooking methods, e.g., grilled salmon, or steamed vegetables.
- ☐ Consider reducing the portion size or sugar content of deserts.
- ☐ Ensure that your menus are clearly labelled with allergen information.
- ☐ Identify which fruits and vegetables are not grown with limited pesticides and look into why this is case. Develop a plan of how [to switch to organic/biodynamic suppliers](#) for these items.

## VALUE NATURAL RESOURCES

59%



Global temperatures are rising, damaging the planet and our food supply. Restaurants use over twice as much energy per square foot compared to other commercial buildings, but simple things like turning the thermostat down by 1°C can reduce energy bills by 7%.

Best performers in this area are benefiting from a reduction of up to a third on their bills thanks to a smart combination of innovation, training and investment in greener technology, and are on a full renewable tariff. From 2021 we are also asking for specific reduction targets for electricity, gas and water and will give greater value to renewables.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your natural resource management (both in terms of governance and operations)
2. How you establish efficient resource management through equipment and building design

## YOUR ATTENTION TO DETAIL

De Montfort University has set an emissions reduction target to be carbon net-zero by 2032.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Set achievable electricity and gas reduction targets based on usage and share these across the team.
- ☐ Report water consumption separately and provide it to operational staff on a weekly or monthly basis.
- ☐ Assess performances against electricity, gas and water reduction targets regularly (e.g., monthly or quarterly) and take corrective action if needed. Don't forget to also celebrate successes!
- ☐ Train all staff around [valuing natural resources](#) and make them aware of operational ways they can assist in the delivery of your targets.

## ENVIRONMENT

### REDUCE REUSE RECYCLE

78%



Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away. With the huge increase in takeaway and delivery this has never been more important.

Best performers in this area are actively seeking out reusable options (beyond cups and straws) and influencing their suppliers to do the same.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your work to set standards internally and through your supplier relationships to reduce single-use materials
2. Your work to establish efficient non-food waste management through training, strategies and operations

## YOUR ATTENTION TO DETAIL

De Montfort University has achieved its goal of zero-waste going to landfill.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Schedule more frequent updates to your team around non-food waste figures and progress against reduction targets. Share these figures with them on a weekly or monthly basis.
- ☐ Implement rigorous practices to reduce your waste output: removing single-use items, limiting unavoidable packaging and buying in bulk.
- ☐ Seek multiple-use alternatives with the help of your suppliers. For certain items offered to customers, opt for reusable if possible.



## ENVIRONMENT

### WASTE NO FOOD

79%



Wasting food makes no sense, environmentally, socially or financially.

On top of helping to cut greenhouse gas emissions, reducing food waste can also have significant financial gains. Restaurants can make a profit of £7 for every £1 they invest in cutting food waste.

The best performers in this area are monitoring their waste, setting realistic targets with good action plans and being innovative in creative ways to manage unavoidable waste.

## UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your work to set standards internally and through your supplier relationships to reduce food waste
2. Your work to establish efficient food waste management through training, strategies and operations

### YOUR ATTENTION TO DETAIL

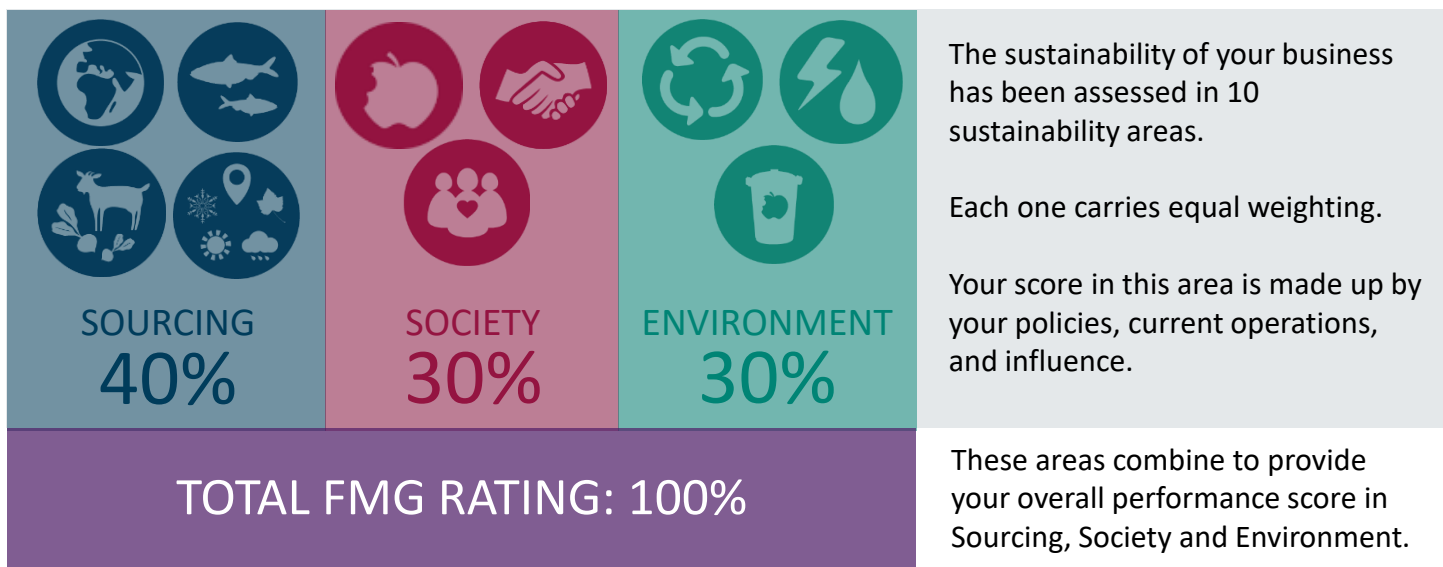
De Montfort University recycles its coffee grounds and cooking oil.

## YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- ☐ Install individual bins and collection points to separate customer plate waste to aid in monitoring the main contributors to your food waste. Train staff on proper separation and non-contamination measures.
- ☐ Be creative when dealing with food waste. Use any trimmings for stocks or broths and ferment or preserve any surplus of fruit and veg.
- ☐ Work across inventory management and staff training to minimise avoidable food waste, create daily specials to include surplus and explore nose-to-tail cooking.
- ☐ Engage with your waste contractor to direct your food waste to anaerobic digestion or composting.

# HOW DOES THE SCORING WORK



70%+



60% - 69%



50% - 59%

## ANY QUESTIONS?

Head to the **Food Made Good Community**  
or contact us at [community@thesra.org](mailto:community@thesra.org)

### How We Conduct Assurance

**To ensure the integrity of the Food Made Good Rating and to confirm your final score we conduct three levels of assurance. We check:**

1. That your policies comply with good practice.
2. With your suppliers, the standards to which you buy key items, such as meat, dairy and seafood.
3. Areas of exceptional performance by asking for further evidence on how you've achieved success.

### Your Opinion Matters

From small independent restaurants, to large chains, to university cafeterias and catering companies, you are part of a diverse group of foodservice businesses.

We recognise the need to make your Rating score reflective of your particular business and work behind the scenes to ensure that our Rating is as accurate and as relevant as possible. If you are interested in being involved in the conversations or focus groups that inform future adjustments, or have further questions, please let us know.



# SHARING YOUR RATING

## WHY SHARE?

### Your customers care

2 out of 3 diners say that knowing the restaurant they are eating at is focussed on improving its impact on society and the environment makes them feel good.

85% of diners say knowing staff are treated fairly would impact their choice of restaurant.

## HOW TO SHARE

### Share with your customers

- ☐ Celebrate your FMG Rating on your menu
- ☐ Display your Rating sticker in your window
- ☐ Feature your Rating on your website
- ☐ Share and talk about your Rating on social media

### Share with your staff

- ☐ Announce your achievements through internal newsletters and team briefings
- ☐ Thank your team for their hard work
- ☐ Ask their ideas, involve them in goal setting
- ☐ Provide sustainability training for your staff, let them know the difference they can make

### Share with your suppliers

- ☐ Thank your suppliers for their contribution to your Rating
- ☐ Work with your suppliers to see how they can help improve future Ratings
- ☐ Ask your suppliers to speak with their other customers about the benefits of an FMG Rating

## TOP TIPS TO DO MORE

**Sustainability is a journey.** Don't wait until you've finished a project to share what you are doing.

**Bring your star Rating to life.** Share it with a story about one of your proudest sustainability achievements.

**Empower your staff.** Encourage them to promote your achievements and confidently answer customer questions.

**Involve your team and customers in the journey.** Why not ask them to help nominate a local charity to support?

**Look at what other rated businesses are doing** to get some ideas. Browse the Food Made Good Community and get in touch if you'd like some further guidance.

**Celebrate efforts and achievements** on your website's sustainability page and share stories in all your marketing. Customers care.

**Join our Campaigns.** Visit [www.oneplanetplate.org](http://www.oneplanetplate.org) and submit your dish for a better food future.

## WHAT TO SHARE?

You will have received your social media-ready Rating logo along with this report and logos for print are also available. **Tweet** about your achievements, or share a photo on **Instagram** to get started @FoodMadeGood.

If you would like specific logos or more advice on sharing your achievements, head to the Rating Feedback and Support group.

## PR OPPORTUNITIES

Need further help brainstorming ideas? Reach out to our PR expert Tom Tanner to discuss further opportunities.  
[tom@thesra.org](mailto:tom@thesra.org)



# SUSTAINABLE DEVELOPMENT GOALS

Our 10 key area framework is a fantastic way to make sense of the key sustainability areas that relate to foodservice and serve as a common framework to make collective progress. In order to emphasize the impact you have on the wider food system through working with the SRA, and to help you use your Food Made Good Report in your business reporting, we've mapped out how our framework relates to the [UN's Sustainable Development Goals](#) or SDGs. The 17 SDGs were agreed by all UN members in 2015, and represent a global collective progress towards a sustainable future by 2030.

## sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers



## society



Treat Staff Fairly



Support the Community



Feed People Well



## environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food





# Congratulations!

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De Montfort University

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