OPPORTUNITIES IN CATERING & HOSPITALITY

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Background

Better Organic Business Links – Gwell Cysylltiadau Busnes Organig


Opportunity to promote sustainability

The BOBL project gives the organic sector in Wales a unique opportunity to:

- Develop new, emerging and existing markets for organic produce.
- Innovate in farming, processing and product development.
- Promote sustainable practices on farms, in abattoirs, in cutting rooms and kitchens and along the food chain.
- Raise market awareness among producers and increase sales across the range of outlets.

Tackling all parts of the supply chain

The BOBL project is working in partnership with a range of specialist providers to deliver these opportunities by focusing on:

1. Driving innovation through trials and research.
2. Supporting market development opportunities such as agri-tourism and supply chain efficiency programmes.
3. Disseminating up to date market intelligence, by commissioning detailed, focused consumer attitude surveys.
4. Addressing key structural problems within the sector, such as imbalances in organic horticulture supply and demand, and the availability of organic pullets.
5. Cross cutting issues: Sustainable Food Communities and Secure Alternative Markets.
6. Running an integrated communications campaign to help the sector deliver clear messages about the benefits of organic food and farming.

By strengthening the sector at all points along the supply chain, the project aims to leave a legacy of a more robust, responsive and sustainable organic industry in Wales.

The project is funded under the Rural Development Plan for Wales 2007-2014, which in turn is funded by the Welsh Assembly Government and the European Agricultural Fund for Rural Development.

For further information on the project please see: http://www.organiccentrewales.org.uk/business-bobl.php?menuopt=4.2

Or contact The BOBL Project, c/o Organic Centre Wales. Phone 01970 622248
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1 Executive Summary

This Catering and Hospitality project aims to address several of the objectives of the BOBL project:

- to improve supply chain linkages and
- to develop new, emerging and existing markets for Welsh Organic producers.

This can be achieved through

1. raising market awareness among producers,
2. increasing sales across the range of outlets and
3. addressing key structural problems within the sector such as imbalances in organic horticulture supply and demand and the loss of forequarters of organic beef and lamb to the conventional sector

The Soil Association’s Organic Market Report 2015 identifies an impressive 4% growth in UK Organic retail food and drink sales. Annual spending on organic products across all The Soil Association’s Food for Life Catering Mark (FFLCM) accredited outlets exceeded £7 million in 2014 and the figure is expected to continue to grow. In the context of this growth in the catering sector, FFLCM has identified several public sector organisations, hotels and restaurants in Wales wishing to move from the Bronze to the Silver Catering Mark. This involves, amongst other things, a minimum 5% spend on organic produce. This represents a real opportunity for the producers/suppliers of Welsh organic produce to develop new supply chains into this expanding market.

A questionnaire was drawn up to identify the type and volume of organic products that the caterers would be interested in procuring. Emphasis was placed on the red meat and horticultural sectors as The Soil Association’s Organic Market Report 2015 identified a drop in sales in these sectors. Based on the results of the questionnaire, producers/suppliers from the red meat, horticultural and dairy sectors operating in Wales were asked to attend a ‘Meet the buyer Event’ to discuss face to face the opportunities for supplying organic products into this developing market.

Public sector catering organisations expressed an interest in procuring organic beef products, milk, fruit and vegetables produced in Wales as part of their interest in moving to the Silver Catering Mark. From the responses alone, this represented a not insignificant potential organic spend of around £55,000 per annum.

With this current trend of increasing interest in the Catering Mark, Organic producers/suppliers in Wales, including those from sectors such as beef and horticulture which are in need of market stimulus, have the opportunity to develop new supply chains to satisfy the increasing demand for organic produce in the catering sector. Although there are set procurement procedures for public sector bodies, e.g. HEPCW (Higher Education Purchasing Consortium Wales) there appears to be scope within these frameworks to purchase from new suppliers.

The Soil Association Catering Mark Supplier Scheme offers an excellent opportunity to act as a ‘driver’ for producers/suppliers to develop new supply chain linkages.
2 Introduction

The Soil Association’s Organic Market Report 2015 identifies an impressive 4% growth in UK Organic retail food and drink sales, up to £1.86 billion, during 2014. However within this figure, supermarket organic lamb sales fell by 13.2% while organic beef sales fell by 3.6%. Within the red meat sector, premium cuts such as steaks are in demand and command an organic premium. However premiums for the ‘poorer cuts’ are lacking and finding outlets for the forequarters of organic beef remains a problem. Anecdotally over half of organic carcasses (predominantly the forequarters) will enter the conventional food chain. This has long been a problem, either due to low general demand, or less marketing of the forequarters. Several of the larger supermarkets appear to not differentiate between organic mince and other perceived premium products such as 5% lean mince or butchers choice special breed mince e.g. Aberdeen Angus.

During the same period Organic vegetable sales fell by 2% (although this trend appears to be changing for the positive) and organic dairy showed reasonable growth.

One of the success stories from the report was the catering sector which has shown great growth, with sales increasing by 13.6%. This success can be partly attributed to The Soil Association’s Food for Life Catering Mark (FFLCM). Since its inception in 2009, FFLCM has played an important role in stimulating this growth by creating a platform for organic food to be served in schools, nurseries, universities, hospitals, care settings, colleges, workplaces, restaurants and venues. FFLCM has provided an independent endorsement that food providers are taking steps to improve the food they serve, using fresh ingredients which are free from trans fats, harmful additives and GM, and better for animal welfare. Children in over 6,000 schools are being served Catering Mark accredited meals.

The Catering Mark has been recognised by Defra’s Plan for Public Procurement as a tool to help procurers identify best practice. The scheme is also cited by NHS England and the Department for Education as a framework to improve the food served in hospitals and schools.

Caterers are audited to ensure they meet high standards of provenance and traceability, providing reassurance to customers that meals are freshly prepared using environmentally-sustainable and seasonal ingredients. Over 1 million FFLCM meals are now served each weekday. It has been shown that:

- The Catering Mark is helping caterers to win new contracts, meeting demands for traceability, integrity and good provenance
- School caterers have been able to demonstrate an increase in meal uptake
- Venues have seen an increase in footfall and meals purchased
- Catering staff are empowered and engaged
- The Catering Mark contributes to Corporate Social Responsibility plans
- Caterers have found that sourcing locally and cooking from scratch has been cost neutral or cost beneficial.

- The Catering Mark logo has become a trusted industry symbol, a fast-track to integrity, reassurance, traceability, provenance

Within the FFLCM, caterers can attain Bronze, Silver and Gold awards. Standards are set by an independent Standards Committee, which is made up of industry experts from a wide range of sectors.

The Bronze Catering Mark has fixed Standards. These focus on removing harmful additives, trans fats and GM from the menu, and ensuring that the majority of food on the menu is prepared freshly on site.

The Silver and Gold standards are assessed on a points system, which rewards every pound spent on ethical, environmentally friendly and local ingredients, as well as steps to promote healthy eating. The Silver award, amongst other things, requires a minimum 5% spend on organic produce, while the Gold award requires a 15% spend on organic products, including at least one animal product. Annual spending on organic products across all Catering Mark accredited outlets exceeded £7 million and this figure is expected to increase as FFLCM continues to be taken up.

With this development in the catering sector, organisations including public sector bodies such as Universities, hospitals and schools, and hotels, restaurants and visitor attractions are moving up to the silver, or gold award, of the Catering Mark. With the requirement for an organic spend, there therefore appears to be a growing market and an increased demand for organic produce. Organic products requiring new markets such as red meat products derived from the forequarters fit well into the catering sector, as products such as mince, burgers and chuck steak can all be utilised within menus. In addition, vegetables such as potatoes and brassicas and salads and fruit and organic milk also fit well into catering menus.

This therefore represents a genuine opportunity for organic producers/suppliers in Wales to develop new supply chain linkages and find new markets for their products.
3 Methodology

To assess the opportunities for producers/suppliers of organic produce to develop new supply chain linkages with catering companies, the following steps were taken.

3.1 Questionnaire for Caterers

FFLCM in Wales has identified several organisations, including public sector, visitor attractions, hotels and restaurants, wishing to join or move to its Silver Standard. This is in line with the current trend and involves, amongst other things, a minimum 5% spend on organic produce. As such, this represents an opportunity to stimulate demand for organic produce from Welsh Producers, particularly targeting those sectors identified by BOBL and The Soil Association’s Organic Market Report 2015 as needing stimulus.

To assess the potential market for organic products, a questionnaire was drawn up to identify the type and volume of organic products that the catering companies currently interested in moving to Silver FFLCM award would be interested in procuring. At the present time, this was restricted to public sector organisations. Emphasis was placed on the red meat and horticultural sectors as The Soil Association’s Organic Market Report 2015 identified a drop in sales in these sectors. However the opportunity to procure other products such as dairy was also offered.

A copy of the questionnaire is shown at Appendix 1. It specifically requested information regarding food spend during a menu rotation. This information can then be used to calculate the potential organic spend, based on one of the criteria for Silver FFLCM award, 5% spend on organic produce.

The questionnaire goes on to ask about product preferences. Questions relating to specific products were aimed at identifying potential quantities and specifications of individual products (e.g. mince with 5% or 20% fat), seasonality, and packaging requirements such as size and type of packaging. Importantly, information relating to the existing suppliers of the caterers and their contracts were also requested.

A final question asked if the Caterers were interested in procuring Welsh organic produce. A summary section at the end of the questionnaire allowed the amount of food spend required to help meet the Silver FFLCM award and product specifics and requirements to be understood clearly.

The questionnaires were sent out to 7 organisations who are currently in dialogue with FFLCM regarding a move to the Silver FFLCM award, with 4 responses from public sector organisations. Information was summarised and is shown at Appendix 2.

3.2 Producers/Suppliers

Responses from the 4 questionnaires returned (see Appendix 2) indicated a potential organic spend of £55,000 per annum from caterers considering moving to the Silver FFLCM award. This does not represent the total size of the market, but just a snapshot
of those currently in dialogue with FFLCM. Returned questionnaires were from public sector organisations, but indications are that non-public sector organisations such as hotels, restaurants and visitor attractions are also interested in moving to the Silver FFLCM award. The figure is not insignificant and the products required (e.g. beef mince, burgers, potatoes) were from sectors which required some market stimulus. Notably lamb products were not requested. Having identified the demand for organic beef products, dairy, fruit and vegetables, ideally from producers/suppliers operating in Wales, it was then necessary to engage with organic producers and suppliers who could potentially meet this demand.

Contact was made with a number of companies based in Wales and producing/supplying Organic Welsh produce. Given the scale of the project and the timescales involved, this was not an exhaustive list. The majority of people contacted were active within the organic sector and had expressed an interest in developing their supply chains and markets with the catering sector. Those who had expressed interest in developing their supply chain and markets within the catering sector in the past, had often found it difficult to make contact with the appropriate people, or felt the process too complicated. Interestingly none of the larger meat processors wished to engage with the process. No reason was given for this.

Given the momentum of the Catering Mark, the definite acceptance of the scheme by public sector organisations, and increasing interest from hotels, restaurants and visitor attractions, producers/suppliers of organic welsh produce who had engaged with the project were invited to a meet the buyer event to find out more about the next steps required to forge new supply chains within the catering sector.

3.3 Meet the Buyer Event

Buyers frequently find it too time consuming to sort through the myriad of local suppliers to find those who might be able to offer them something new or something that enables them to meet their social and corporate responsibilities. Producers/suppliers, often with excellent products, can find it difficult to make effective approaches to larger buyers.

The 'Meet the Supplier solution' is seen as a way of streamlining the process for both sides. It can:

- shorten supply chains,
- save money,
- improve products/services for the buyers and improve corporate social responsibility,
- boost the small business sector and deliver a positive economic impact. The Catering Mark has been shown to deliver a return on social investment of over £3 for every £1 spent.
In a ‘Meet the Supplier’ event, each participating buyer is normally invited to send along a buyer/procurement officer for a series of short (10 minute) one to one meetings with various sellers they have pre-selected – normally you would only see businesses you have chosen as having goods or services you need. This should provide a very cost effective way of meeting or identifying new suppliers and, because of the pre-filtering process, buyers would only see companies particularly relevant to their requirements.

Given the tight time schedule for this project, only one representative from the catering industry was able to attend the event (reasons for non-attendance from the those invited were all based around a lack of staff resource), along with 4 producers/suppliers from the red meat, horticulture and dairy sectors (Rhug Estate, Organic Livestock Marketing Co-operative, Organic Fresh Food Company, Calon Wen). Representatives from FFLCM, Catering Mark Supplier Scheme, Organic Centre Wales and ADAS were also in attendance to facilitate the meeting. Given the small scale of the event, it was felt that the more formal ‘Meet the Supplier’ event was not appropriate, so a more informal group discussion was proposed and accepted.

The representative from the University caterers provided a valuable insight into their procurement policy (through the HEPCW framework, Higher Education Purchasing Consortium Wales) and their ability to be flexible in terms on procuring from new suppliers. Through HEPCW (See Appendix 5 for more details) there therefore appears to be scope to purchase from new individuals, where demand and price are acceptable. This also included one off orders. It was also interesting to hear that caterers are always willing to speak with potential new suppliers.

Information relating to the goods and services provided by the producers/suppliers was gathered during the event and this is summarised in Appendix 3. In addition to the range of products supplied, information included delivery mechanisms and geographical coverage. As established companies, the products and services they offered were well established and capable of meeting the requirements of caterers (Appendix 2). It is important to have this basic information regarding goods and services to hand for potential new customers. It can also be forwarded to caterers as part of the Catering Mark Supplier Scheme (alluded to in more detail below).

Feedback from the producers/suppliers attending the event indicated that while the small numbers enabled plenty of time for direct questions specific to their individual businesses and circumstances, and the event was worthwhile, the lack of caterers attending was disappointing in terms of developing new contacts and sales opportunities.

It was also noted that contact with, and information provided by, FFLCM and Catering Mark Supplier Scheme representatives was particularly beneficial in terms of outlying the context of the FFLCM and current state of the market. The Catering Mark Supplier Scheme was also seen to offer a good opportunity for producers/suppliers to develop new contacts and improve supply chain linkages within the catering sector. This is alluded to in more detail in the next section.
4 Opportunities for the Future (incl. Supplier Scheme)

Responses from the questionnaires demonstrated the potential for increasing demand for organic produce from caterers wishing to move to the Silver award of FFLCM. Volumes and organic spend estimated from the 4 responses was not insignificant and only represents a snapshot in time of organisations currently engaging with FFCM. This potential increasing demand for organic beef products (generally derived from the forequarters), fruit, vegetables and milk represents an opportunity for producers/suppliers in Wales to develop new supply chain linkages and markets in need of stimulus. The lack of demand for organic lamb products was disappointing as this product is also in need of market stimulus.

Summary information at Appendix 2 shows that caterers will have requirements for type of packaging and size of catering packs. 5kg catering packs are generally desired for red meat products but catering pack requirements are less specific for fruit and vegetables. The requirement to have vegetables free from dirt was however noted. Seasonality of products does not seem to be an issue, but biodegradable packaging seems to be desirable. Producers/suppliers with surpluses at specific times of the year are also encouraged to contact buyers regarding one off transactions.

Regarding pricing, buyers are aware that organic products command a premium. This is taken into account when the move to the Silver (or Gold) FFLCM award is considered. As alluded to earlier in the report, FFLCM can assist organisations meet their corporate and social responsibilities and have other tangible benefits. It has also been demonstrated that menu changes to move to the Silver FFLCM award can be cost neutral. The price of the range of products discussed in this report will vary, depending on the time of year and state of the market. It was therefore not possible to derive any conclusions about pricing, apart from the recognition from buyers that organic products will generally cost more than conventional.

From Appendix 3 it can be seen that established producers/suppliers have delivery mechanisms in place, the infrastructure, the products desired, and are already well positioned to either enter into the catering market or to continue to develop their existing markets.

Those interested in entering this market for the first time will however need to give consideration to their existing infrastructure and the issues of product specifics. For a beef producer, this could include providing 5kg vacuum packed catering packs of mince with 5, 10 or 20% fat content, or 6 ounce burgers. Most red meat processors are however in a position to meet these requirements.

For a vegetable supplier, specifics could include providing 1 kg packs of vegetables or 5 kg packs of potatoes free from dirt and in biodegradable packaging. Capital investment to meet these requirements may be a barrier to entry into this market. In the dairy sector the general requirement for 2 litre containers would not be seen as a problem.

The ability to deliver the products over a geographical area and provide the volumes required also needs to be considered. Smaller producers/suppliers would definitely
benefit for forging relationships with buyers local to them. Delivery of small volumes over large distances, although feasible is in terms of logistics, is unlikely to be financially viable.

To help link caterers with suppliers of all Catering Mark compliant products the Catering Mark Supplier Scheme has been developed. Although not just developed for organic products, organic is now obviously a focus with many more caterers moving to silver & gold awards. The Scheme is therefore likely to be of benefit to producers/suppliers of organic products.

Although producers/suppliers may be happy to try to develop new supply chains and business through their own sales methods, representatives of the Catering Mark Supplier Scheme can provide assistance to producers/suppliers, helping them find new routes to market and reach new customers whilst aligning them with FFLCM. As an example of this the supplier information gathered at the event (Appendix 3) can be forwarded to caterers willing to look at developing supply chains.

Other benefits of joining the scheme include the ability to use the ‘Food for Life Catering Supplier’ logo on the producer/suppliers website and in marketing material. There is also access to free marketing tools and advertising on the FFLCM website. Membership of the scheme currently costs £995 per year, but is free of charge for all Soil Association organic licensees. More information is provided in Appendix 4.

Several of the attendees at the event were Soil Association licensees but were not members of the Supplier Scheme or actually aware of it. Following on from the event attendees not already part of the Supplier Scheme will be looking to join to facilitate their supply chain development.
5 Conclusions

The increase in demand for, and sales of, organic products through the catering industry was noted as a success story in the Soil Association’s Organic Market Report 2015. This increase can, at least partly, be attributable to the Food for Life Catering Mark (FFLCM). All indications suggest that the demand for organic products will continue to rise as the FFLCM continues to expand and develop.

This increased demand represents an opportunity for producers/suppliers of organic produce in Wales, including those from sectors such as beef and horticulture which are in need of market stimulus. Red meat products such as beef mince, burgers and diced steak fit in well with catering menus. Currently there appears to be little demand for the forequarters of organic animals in the retail sector with a significant proportion of organic red meat destined for the conventional retail market. The potential demand for, and development of supply chain links for these products into the catering sector would represent an excellent opportunity for the Welsh Organic beef sector to develop from its current position. Similarly, potential demand for, and development of supply chain links into the catering sector for dairy, fruit and vegetables is also seen as being beneficial to producers/suppliers in the sectors.

Although there was no demand for lamb products from the questionnaires returned, this does not necessarily mean that there are limited opportunities for lamb within the catering sector.

While procurement frameworks exist for organisations within the public sector, there remain opportunities to engage directly with caterers within these organisations regarding new suppliers and products. Caterers appear happy to enter into a dialogue with potential new suppliers.

In terms of the next steps for a producer/supplier with the necessary infrastructure and product/s, wishing to enter this growing market, identifying the correct person within an organisation to contact regarding developing a new supply chain has been seen as an issue. The Catering Mark Suppliers Scheme represents a potential fast track mechanism by which producers/suppliers can raise awareness to the caterers of their products and services. This can be achieved by engaging with Supplier Scheme staff regarding products and services and advertise themselves directly to holders of the FFLCM Awards via the Catering Mark Supplier Scheme website.
Appendix 1 Questionnaire

Catering & Hospitality: Realising opportunities for Welsh Organic Businesses

PRIVATE AND CONFIDENTIAL

Thank you for taking part in this survey and completing this questionnaire.

This is part of the Better Organic Business Links (BOBL) project managed by Organic Centre Wales. Identifying opportunities for Welsh organic businesses and fostering the relationships and supply chain links that enable those opportunities to be realised is one the main aims of BOBL. The catering and hospitality sector represents one such opportunity. The 2015 Organic Market Report by the Soil Association shows that sales of organic produce to this market increased by 13.5% in 2014, driven to a large extent by the success of the Catering Mark.

The purpose of this questionnaire is to help us assess the potential demand from Catering Mark accredited companies - and those interested in becoming so - working in Wales in terms of products, volumes and value. We will use this information to generate interest among key producers and supply chain businesses and then help to build relationships between you.

This fits in well with aims and objectives of the Catering Mark which provides an independent endorsement that food providers are taking steps to improve the food they serve, using fresh ingredients which are free from undesirable additives and trans fats, are better for animal welfare, and comply with national nutrition standards.

You have been contacted about this questionnaire as you have expressed interest in developing your business within the context of the Catering Mark.

The Catering Mark has three levels of award: Bronze, Silver and Gold allowing you to make step wise changes.

For the Silver and Gold awards, in addition to the Bronze standards, points are awarded for every percentage spend on organic, free range, fairtrade and locally produced ingredients, as well as for steps taken to promote healthy eating.

A minimum of 5% of total ingredient spend on organic is required at silver, 15% at gold - including at least one animal product.
The Questionnaire

1. Are you currently a member of the Catering Mark?
   No  Yes (Bronze)  Yes (Silver)  Yes (Gold)

2. What is your total ingredient spend over your menu rotation or specified time frame.
   'Spend' is the total amount actually spent over a defined period of time, on the ingredients in the Catering Mark menu. The defined period is up to you and could be, for example, a menu cycle, a three month period or a full year.
   Total: £  Time frame or menu length of menu rotation:

   A spend of £..................... is therefore required to achieve Silver/ Gold Membership (with a minimum 5% organic spend for Silver, 15% for Gold) (delete as appropriate)

3. Which organic products are you interested in sourcing?
   Red Meat  Fruit & Vegetables  Other (please specify)

4. If red meat, specify whether lamb or beef.
   Lamb  Beef  Both

5. Please specify which organic red meat products you would be interested in procuring
   Lamb
   Mince  Burgers  Meatballs  Diced  Other (please specify)

   Beef
   Mince  Burgers  Meatballs  Diced  Frying steak  Other (please specify)
6. Do you have special requirements such as fat content?
   No    Lean 5%   10%   20%   Other (please specify)

7. Please specify preferred size of catering pack
   1kg    5kg    Other (please specify)

8. Do you have any other packaging requirements? (If yes, please specify)

9. Seasonality: What periods of the year would you require the product?
   Lamb  All Year    Seasonal (specify)
   Beef  All Year    Seasonal (specify)

10. What price (range) do you currently pay for the product(s)?

11. What volume of the product do you (or would you anticipate) buy over your menu rotation/specified time frame as per Q2?

<table>
<thead>
<tr>
<th>Specific Product</th>
<th>Volume (Kg)</th>
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</thead>
<tbody>
<tr>
<td>e.g. Beef Mince</td>
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<td></td>
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<tr>
<td>e.g. Lamb Mince</td>
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</table>
12. Existing Supply: Please confirm how you currently source the products – direct from producer, via Welsh supplier or National supplier, please provide details.

13. If fruit & Veg (from Q3), which products would you be interested in procuring?

   Salad     Brassicas     Potatoes     Other (please specify)

14. Do you have special requirements (Variety, etc.)? (please specify)

15. Please specify preferred size of catering pack

   1kg     5kg     Other (please specify)

16. Do you have any other packaging requirements? (If yes, please specify)

17. What periods of the year would you require the product?

   All Year     Seasonal (specify for each product)

18. What price (range) do you currently pay for the product/s?

19. What volume of the product/s do you buy over your menu rotation/specification time frame as per Q2?

<table>
<thead>
<tr>
<th>Specific Product</th>
<th>Volume (Kg)</th>
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</thead>
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</tr>
</tbody>
</table>
20. Existing Supply: Please confirm how you currently source the product(s) –
direct from producer, via Welsh supplier or National supplier, please provide
details.

21. If Other (from Q3), please specify which products would you be interested in
procuring?

22. Do you have special requirements? (please specify)

23. Please specify preferred size of catering pack
   1kg     5kg     Other (please specify)

24. What periods of the year would you require the product?
   All Year     Seasonal (specify for each product)

25. What price (range) do you currently pay for the product?
26. What volume of the product do you buy over your menu rotation/specification time frame as per Q2

<table>
<thead>
<tr>
<th>Specific Product</th>
<th>Volume (Kg)</th>
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</tbody>
</table>

27. Existing Supply: Please confirm how you currently source the product(s) – direct from producer, via Welsh supplier or National supplier, please provide details.

26. Are you interested in sourcing/using Welsh Organic products?

Yes       No

Name of Company:
Name of Contact:
Contact Details:
Landline:
Mobile:
Email:

Summary:
Organic Spend: £
Preferred Organic Product/s:
Volume by Product:
Appendix 2  Summary of Questionnaire Results

There were 4 questionnaires filled in. Results from caterers indicates a potential demand for the following products:

**Red Meat: Beef**
Products: Mince (lean and standard fat content), burgers, diced beef chuck, meatballs, frying steak, beef rump
Packing: 5kg catering pack, vacuum packed
Seasonality – all year

**Vegetables: Potatoes, Jacket Potatoes**
Packing: 5kg catering pack, minimum packing, free of dirt, compostable preferred
Seasonality – all year

**Fruit & Vegetables: Other**
Broccoli, cauliflower, tomatoes, cucumber, onions (large), radish, Cos lettuce, Spinach, Spring Greens, peppers, Iceberg
Packing: 1kg
Salads (assorted)
Fruit (assorted)

**Other: Milk (semi-skimmed)**
Packing: 2 litre
Seasonality – all year

**Other: Dried Pasta**

Potential Organic Spend to Obtain Silver Award (based on 5% annual menu spend) from data supplied on questionnaires amounts to some £55,000 per annum.

Caterers also expressed a preference for Welsh produce
## Appendix 3  Supplier information from the Catering & Hospitality: Realising opportunities for Welsh Organic Businesses event on 27th May 2015

<table>
<thead>
<tr>
<th>Company</th>
<th>Calon Wen</th>
<th>Rhug Estate</th>
<th>Organic Fresh Food Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What organic products?</strong></td>
<td>Milk, catering cheese and catering butter</td>
<td>Beef, lamb, chicken, turkey and game</td>
<td>Fruit and vegetables</td>
</tr>
<tr>
<td><strong>Minimum order?</strong></td>
<td>£60 depending on postcode</td>
<td>£100</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Minimum pack size?</strong></td>
<td>Catering cheese 200g &amp; 350g plus grated cheese</td>
<td>Catering butter 250g</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Biodegradable packaging where possible?</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Where can you deliver to?</strong></td>
<td>All over UK via haulier or direct to South Wales</td>
<td>Nationwide</td>
<td>Mid and South Wales</td>
</tr>
<tr>
<td></td>
<td>(Hay on Wye to Llanidloes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>What is the delivery method?</strong></td>
<td>Chilled haulier or own van</td>
<td>Both direct and via distributors</td>
<td>Own vehicles</td>
</tr>
<tr>
<td><strong>Contact details</strong></td>
<td>Margaret Oakley <a href="http://www.calonwen-cymru.com">www.calonwen-cymru.com</a> 01834 4862873</td>
<td>Joan Redmond <a href="http://www.rhug.co.uk">www.rhug.co.uk</a> 01490 413000</td>
<td>Ben Pratt <a href="http://www.organicfreshfoodcompany.co.uk">www.organicfreshfoodcompany.co.uk</a> 01570 423099</td>
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Appendix 4 Food for Life Catering Mark and Supplier Scheme

Food for Life Catering Mark and Supplier Scheme

*Bringing caterers and suppliers together*

What is the Food for Life Catering Mark?

The Soil Association’s Food for Life Catering Mark provides an independent endorsement that caterers are taking steps to improve the food they serve, using fresh ingredients which are free from undesirable additives and GM, and better for animal welfare. The Bronze, Silver and Gold tiers recognise menus which use seasonal, local, organic and free range ingredients.

As people become more concerned about where their food comes from, particularly when eating outside of the home, the Catering Mark has become a symbol of trust across public and private sector catering.

**ORGANIC**

**seasonal**

**traceable**

**healthy**

**LOCAL**

**free range**

**SUSTAINABLE**

**FRESH**

What is the Catering Mark Supplier Scheme?

The Catering Mark Supplier Scheme is for wholesalers, ingredient suppliers, producers and distributors of food for the catering industry.

The Supplier Scheme helps to link Catering Mark holders with suppliers who have the products they need.

There is increasing demand from Catering Mark holders for products which meet the standards.

Supplier Membership shows your catering customers that:

* You have a full understanding of the Food for Life Catering Mark Standards
* You can provide products that meet these Standards
* You are committed to supporting Catering Mark customers and their supply chain needs
Benefits of Supplier Membership

- Reach new customers and grow your business
- Align yourself with a rapidly growing best-practice scheme
- Helps your customers meet their social responsibility targets
- Gain recognition for your great work
- Use of the Food for Life Supplier Member logo on marketing materials and websites
- Listing on the Soil Association website as a Supplier Member
- Opportunity to feedback on consultations and scheme developments

What are the requirements?

Supplier Members must:

- Read and understand the Catering Mark Standards
- Provide (at least one) product(s) which meet these Standards
- Support Catering Mark customers with their supply chain and provide relevant information for their inspections
- Sign an agreement covering use of Soil Association trademarks
- Provide a named contact within your business, who will take responsibility for your membership

Application and annual membership fees

- Membership costs £995 plus VAT per year
- Membership is available free of charge to all Soil Association organic licensees
- To apply please call 0117 914 2406 or email ero@soilassociation.org
- In Scotland please call 0131 666 2474 or email jlind@soilassociation.org

Find out more:

www.sacert.org/supplierscheme
ero@soilassociation.org, 0117 914 2414
Appendix 5  Guidance for Suppliers

Higher Education Purchasing Consortium, Wales

Guidance for Suppliers

This guidance is issued by the Higher Education Purchasing Consortium Wales (HEPCW) for prospective suppliers to the Higher Education Sector in Wales.

3 questions commonly asked by suppliers are:

- How can I be added to an existing framework agreement?
- How do I become a registered HEPCW supplier?
- How do I register on the HEPCW website?

The position is relatively straightforward and a further explanation is provided below:

How can I be added to an existing framework agreement?

It is not possible for suppliers to be added to existing framework agreements - all suppliers currently providing goods and services through a framework agreement have been selected as a result of a formal competitive process. The only way to become a framework supplier is through successful participation in a competitive procurement exercise. Framework agreements are let in accordance with European Union Procurement Procedures and will be advertised formally. Suppliers are advised to monitor the European Journal in which all framework agreement notices are advertised.

In terms of the future work, it is recommended that suppliers register with procurement portals which are widely used within the sector and the Welsh public sector. Registering will ensure that suppliers receive notification when opportunities are advertised for those categories of expenditure for which they have registered. In this way suppliers are able to have sight of appropriate opportunities and decide whether or not they wish to bid.

For the HE Sector, In-Tend is widely used. A link to this can be found here - http://www.tendernotificationservice.co.uk/Intend.aspx - this will give you access to tenders issued by the HE Purchasing Consortia and individual institutions.

For opportunities advertised by Welsh public sector organisations, please visit www.sell2wales.co.uk  Registration on the site is free of charge.

The National Procurement Service (NPS) was launched in November 2013 which will manage the procurement of common and repetitive spend categories for public sector bodies in Wales (subject to certain caveats). Further information regarding the NPS and the pipeline of work can be found at http://npswales.gov.uk/pipeline/?lang=en

It is also suggested that suppliers continue to visit the various HE Consortia websites (links to these can be found from the HEPCW website) which will provide details of upcoming tender opportunities.
Higher Education Purchasing Consortium, Wales

How do I become a registered HEPCW supplier?

HEPCW does not operate a “preferred” or “approved” supplier list, nor is it possible for suppliers to become HEPCW registered. All suppliers engaged on HEPCW led or supported agreements will have been selected following a competitive procurement exercise.

How do I register on the HEPCW website?

Suppliers are unable to register on the HEPCW website. Appropriate information which is publicly available is published on the HEPCW website, and is accessible to suppliers.