







Session Overview

- ☞ Audience participation is a MUST!
- ☞ A strategy for becoming Sustainable, one bite at a time. Learn our strategy of 10% more than the year before.
- ☞ Food Miles, how far does your food travel on its journey from farm to fork? Why buying local and in season is better for you and the economy.
- ☞ Sustainable Seafood – State of emergency, how to stay informed, how to purchase sustainably, and how to avoid the fish on the DANGER LIST!!!

Mark Lopez

- ☞ President of Crave Catering in Portland Oregon
- ☞ Founding member of the Sustainable Catering Association
- ☞ Previous employers
- ☞ Hard Rock Hotel, Las Vegas
- ☞ Mark Miller's Acclaimed, Coyote Café at the MGM Grand Hotel, Las Vegas

Sustainability Strategy

Sustainability

- ☞ Sustainability is just one word and yet there exists over 300 definitions.
- ☞ As defined by the World Commission on Environment and Development:
 "Forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs."

Strategy

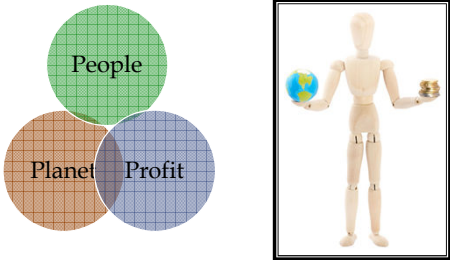
- ☞ Create a Sustainability Policy
- ☞ What would a sustainable caterer look like?
- ☞ Where are you at now?
- ☞ Are you strategic or tactical?
- ☞ Future - Commit to continually improve

Our Sustainability Promise

10% more than the year before


- ☞ This is our strategy to commit to constant improvement each and every year as well as hold ourselves accountable.
- ☞ We make sure our team is involved and gives their input on what works and what needs work.
- ☞ We network with other Sustainable minded businesses who share our passion for people, food and the earth. Keeping in mind the best practices of "Triple Bottom Line" People - Planet - Profit.

Triple Bottom Line



Profit

- ☞ Waste reduction
Eliminate use of disposable goods such as paper plates, plastic utensils, etc. Instead use real china, melamine, and real silverware. If disposables must be used, develop a portion control system.
- ☞ Energy conservation
Use low energy lighting with motion detectors, fuel efficient vehicles, natural gas appliances, and only turn on appliances when needed.
- ☞ Competitive advantage
Stand out above the competition and gain recognition locally for your sustainability efforts.



Planet

- ☞ Less waste = less environmental impact
- ☞ Energy conservation = less use of natural resources
- ☞ Reduction of harmful chemicals
- ☞ Buying local and seasonal
- ☞ Responsibility



People



- ☞ Livable / Fair wages
- ☞ Benefits
- ☞ Special perks
- ☞ Continuing education
- ☞ Promoting from within
- ☞ Responsibility



Pick the Low Hanging Fruit




- ☞ Our entire facility runs on 100% Renewable Energy
- ☞ Work Closely with Farmers to Promote Farm to Fork Menu Planning
- ☞ Co-founders and Proud Members of the Sustainable Catering Association
- ☞ Partnered with EcoTrust AND Elliot Center, both LEED certified Building to Provide a Sustainable Events Space for Our Clients
- ☞ We are members of The Natural Step USA
- ☞ We participate in Portland Composts! Program
- ☞ We are members of the Sustainable Business Network
- ☞ We have received our RecycleWorks Award

- ☞ Offer Higher Education Classes for Staff (CaterSource, Sustainability Workshops, etc...)
- ☞ Support Team Building & Extracurricular Staff Activities to Promote a Healthy and Happy Staff
- ☞ Addition of a Hybrid vehicle to our Delivery Fleet
- ☞ Weekly Meetings Held to Promote People, Planet and Profit Discussions
- ☞ We Recycle ALL Paper, Bottles & Cans Including Non-deposit Containers
- ☞ Plan Menus to Reduce Food Waste; Donate Leftovers to Homeless Shelters
- ☞ Work Closely With Seafood Venues that Promote Sustainable Fish Practices
- ☞ Use naturally Raised Meats and Corn Fed Poultry

- ☞ Frequent Local Farmers Markets to Support Our Farmers and Their Families.
- ☞ Consistently Re-use or Donate Surplus of Used Equipment, Office Supplies, Computers & Furniture
- ☞ Offer Higher Education Classes for Staff (CaterSource, Sustainability Workshops, etc...)
- ☞ Support Team Building & Extracurricular Staff Activities to Promote a Healthy and Happy Staff
- ☞ Addition of a Hybrid vehicle to our Delivery Fleet
- ☞ Weekly Meetings Held to Promote People, Planet and Profit Discussions
- ☞ We Recycle ALL Paper, Bottles & Cans Including Non-deposit Containers
- ☞ Minimal Use of Toxic Cleaners in Crave's Kitchen and Washroom Facilities
- ☞ Promote the use of re-usable Dishware For Our Staff To Use In House For Food & Beverage Consumption

- ☞ Use Bulk Containers to Serve Food; Use "Eco Fuel" for Chaffing Pans with Re-usable Containers
- ☞ Provide China / Melamine Plateware & Flatware For All Catered Meals
- ☞ Compostable Plates and Cutlery & 100% Recycled Napkins For Box Lunches.
- ☞ Office Solely Uses Harbor 100% Recycled Paper for Printing
- ☞ All of the Spent Oil From Our Fryer is Converted Into Bio-diesel.
- ☞ Clients confirm orders via email rather than confirming by fax.
- ☞ Invoices emailed rather than mailed
- ☞ We use both sides of the paper, not just one
- ☞ All paper is re-used for scratch paper and in house use and then Shredded
- ☞ Addition of the Crave Farm! We now grow over 20 varieties of vegetables and fruits, plus 5 different herbs

What it means to our Clients



- ☞ You can be sure that we will use the freshest and natural food sources for your meal. This is something you will taste in every bite.
- ☞ We hire professionals who do it with class and style. Because of this, we pay our team well to ensure they do a kick ass job on our events. We would never send first timers out to "try" and cater a wedding.
- ☞ While we only use 100% renewable power that costs slightly more, we are conscious about saving energy and take measures to save.
- ☞ Because we challenge ourselves to create less waste, our meals are primarily served on reusable plate ware.
- ☞ Our dedication to sustainability not only helps our team grow, we are committed to helping the industry by sharing our knowledge.
- ☞ When you choose us, you are making the choice to include People and Planet in your mission, by leaving a great lasting impression on your guests, while minimizing our impression on the earth.

Audience Participation



- ☞ Create your own sustainability promise
- ☞ Do you already have one?
- ☞ Share yours with the group
- ☞ Questions

Food Miles



We've come a LONG way

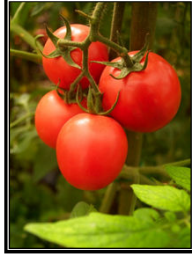


How far does your food travel on its journey to the fork?

Journey of a Tomato



- ☞ Started off in _____
- ☞ Shipped _____ miles to _____
- ☞ Then shipped _____ miles to _____
- ☞ Then shipped _____ miles to _____
- ☞ Then shipped _____ miles to my door
- ☞ Total miles _____
- ☞ Local farm growing the best ripe tomatoes to my door _____ miles. Client amazed with the quality of my food, referrals abound.



Finding Local Suppliers



- ☞ Identify your region
- ☞ Local, city, county, state, tri-state, etc.
- ☞ Seasonal is the key!
- ☞ Edible Communities – National Publications by city
- ☞ Farmers Markets
- ☞ Northwest – Food Hub



Getting Your Suppliers Involved



- ☞ Ask them for their sustainability promise
- ☞ If they don't have one, help them create one too!
- ☞ Ask them for a "Hot Sheet" with only products from a 100 mile radius. (or 200, 300, 400, etc.) Just get them thinking!
- ☞ See if you can order differently to help save them money. Different delivery day, online, etc.
- ☞ Apply this to your clients

Creating Menus With Creative License



☞ Create a Chef's Seasonal Special Menu - That only depicts the basic components, such as bread, salad, starch, vegetables, meat entrée, vegetarian entrée, and dessert.



☞ Not only will this allow your chef to choose what is in season, it will allow the cross utilization of in house products, save labor, and save on food costs.

Finding Great Seasonal and Year Round Staples



☞ As you progress each year, you will get better at knowing what is in season and when.

☞ Use this to your advantage, and sell certain seasonal items as limited time offers.

☞ Year round staples are great to learn how to incorporate into your menus.

☞ Example for the Pacific Northwest - Potatoes, onions, apples, and pears.

Audience Participation



☞ Identify your region

☞ Commit to choosing 3 local, seasonal foods that can easily incorporate into your menus.


☞ Share yours with the group

☞ Questions

Sustainable Seafood

How to: Stay informed
Purchase Seafood Sustainably
Avoid fish on the DANGER LIST

Ocean Trawler = Danger



State of EMERGENCY

- ☞ The oceans are being depleted at an alarming rate
- ☞ We MUST change our buying habits NOW
- ☞ AVOIDING THE DANGER LIST
- ☞ If you're not part of the solution....

- ☞ GET YOUR SUPPLIERS INVOLVED
- ☞ ASK - How is my fish caught? Is that sustainable?
- ☞ When you eat out, ask the same question.

How We Fish

BEST CHOICE

- ☞ Pole/Troll
- ☞ Traps and Pots
- ☞ Harpooning
- ☞ Trolling
- ☞ Purse Seine

WORST CHOICE

- ☞ Gillnetting
- ☞ Longlining
- ☞ Trawls and Dredges
- ☞ Purse Seine

Fishermen use a wide range of gear to land their catch. Every type has its own effects on the ocean. By selecting the right gear for the right job, the fishing industry can help minimize its impact on the environment.

Fishing Gear	Percentage
Trawl	54%
Purse Seine	25%
Pot and Trap	7%
Longline	5%
Gillnet	3%
Unspecified	3%
Dredge	2%
Pole / Troll	1%
Other	1%

BYCATCH

Worldwide, one out of every four fish caught is discarded, dead or dying, as "bycatch." One of the biggest offenders is the shrimp fishery. For every pound of shrimp caught, it discards almost twice that in other species. It can be 10 times this in some areas. And bycatch doesn't just include fish—turtles, seabirds and other animals also suffer.

Finding What Works for you

- ☞ AVOIDING THE DANGER LIST
- ☞ Getting your seafood supplier on board
- ☞ Communication is key
- ☞ Ask them to send you a local, sustainable hot sheet
- ☞ Finding alternatives to fish on the danger list
- ☞ Use online resources to help navigate an ever changing environment

Seafood Resources



- ☞ Monterey Bay Aquarium (iPhone and droid app)
www.montereybayaquarium.org
- ☞ Marine Stewardship Council www.msc.org
- ☞ Fish2Fork www.fish2fork.com
- ☞ Salmon Nation www.salmonnation.com
- ☞ Kid Safe Seafood www.kidsafeseafood.org
- ☞ Seafood Choices Alliance www.seafoodchoices.com
- ☞ Blue Ocean Institute www.blueocean.org
Text 30644 with the message FISH and the name of the fish in question. They'll text their assessment and better alternatives to fish with significant environmental concerns.

Audience Participation



- ☞ Commit to AVOID FISH ON THE DANGER LIST
- ☞ Text your favorite fish to the Blue Ocean Institute now
- ☞ **Text 30644 with the message FISH and the name of the fish in question.** They'll text their assessment and better alternatives to fish with significant environmental concerns.
- ☞ Share what you find with the group
- ☞ Questions

Additional Resources



- ☞ The Natural Step USA www.naturalstep.org
- ☞ Greenpeace www.greenpeace.org
- ☞ Natural Resources Defense Council www.nrdc.org
