



# SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

## STUDENT ACTIVITIES

### YOUR CHALLENGE

Your challenge is to learn about food sourcing and provenance, including quality and welfare assurance schemes. You must then decide how a small food business owner, for example a café owner, might use sourcing and provenance to support animal welfare, make their business more sustainable, or support local producers, to attract customers who care about these issues and ensure their food is consistently good quality. Communicate your ideas through some sample materials, a short presentation, and optionally, a sample menu item for people to taste.

**Good luck!**

CONTENTS		PAGE
<b>Activity Sheet 1</b>	Sourcing & Provenance	<b>2</b>
<b>Activity Sheet 2</b>	Menus & Messages	<b>4</b>
<b>Activity Sheet 3</b>	Challenge Guide	<b>5</b>
<b>Activity Sheet 4</b>	McDonald's Case Studies	<b>7</b>
<b>Glossary</b>	Key Terms	<b>11</b>

#### SKILLS KEY



**COMMUNICATION**



**SELF-BELIEF**



**PROBLEM SOLVING**



**SELF-MANAGEMENT**



**TEAMWORK**



# SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

## STUDENT ACTIVITIES

# ACTIVITY SHEET 1

### SOURCING & PROVENANCE

'Food provenance' means knowing where your food comes from – where, and how, it has been grown or reared. Food provenance schemes like the ones below help you know with confidence what you are eating and where it is from.

- What might your customers want to know about the food you sell?
- What food provenance issues might be important to them?
- What welfare standards might they want to support?
- What does 'quality' look, smell, feel and taste like, for different foods?
- How can assurance schemes help a food business deliver consistent good quality?

Take a look at the following food provenance schemes and issues and decide which ones you'll support.

#### **Fairtrade**

Fairtrade ingredients are produced by small-scale farmer organisations or plantations that meet Fairtrade social, economic and environmental standards. These include protection of workers' rights and the environment, payment of the Fairtrade Minimum Price and an additional Fairtrade Premium to invest in business or community projects.

#### **Rainforest Alliance**

Rainforest Alliance Certified products contain ingredients sourced from Rainforest Alliance Certified farms or forests. These are managed according to rigorous environmental, social and economic criteria designed to conserve wildlife, safeguard soils and waterways, protect workers, their families and communities, and their livelihoods.

#### **Red Tractor**

Red Tractor is the UK's biggest farm and food standards scheme, covering all of animal welfare, food safety, traceability and environmental protection. The Red Tractor logo confirms that independent assessors have checked that food or drink meets comprehensive standards, from farm to fork.

#### **Organic**

Organic food comes from farms that aim to use techniques to replace or improve nutrients in the soil through methods such as mixed farming and crop rotation. The routine use of artificial fertilisers, pesticides and medication are avoided and animals are given plenty of space to live comfortably and move around.





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## STUDENT ACTIVITIES

### **SOURCING & PROVENANCE** (continued)

#### **RSPCA Assured**

RSPCA Assured, previously Freedom Food, is the RSPCA's ethical food label dedicated to farm animal welfare. The RSPCA Assured label makes it easy to recognise products from animals that have been kept in systems designed to have higher standards of animal welfare than base legislation. This means that the farms – and everyone else involved in the animals' lives – have been assessed and meet RSPCA animal welfare standards.

#### **MSC Certified**

Fish and seafood with the blue MSC label has been responsibly caught by a certified sustainable fishery. That is, fisheries (areas where commercial fishing takes place) that meet robust requirements for fish stocks, ecosystem impacts and effective management, to maintain fish stocks, protect marine habitats and keep the oceans healthy and productive.

#### **Local sourcing**

Local sourcing helps to sustain local farms and food businesses to help the local economy. 'Local' can have different meanings, from a large company sourcing ingredients from within one country, to a much smaller business sourcing its ingredients from within a few miles.

#### **Food waste**

Food can be wasted at any stage of production, processing, retailing and consumption. Suppliers look for ways to reduce food waste through amending processes to use as much food as possible, and help consumers by packaging food to keep it fresh and labelling to indicate when it should be used. When edible food is not sold, some retailers donate it to local good causes like shelters or food banks, where this is possible and safe to do.





# SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

## STUDENT ACTIVITIES

# ACTIVITY SHEET 2

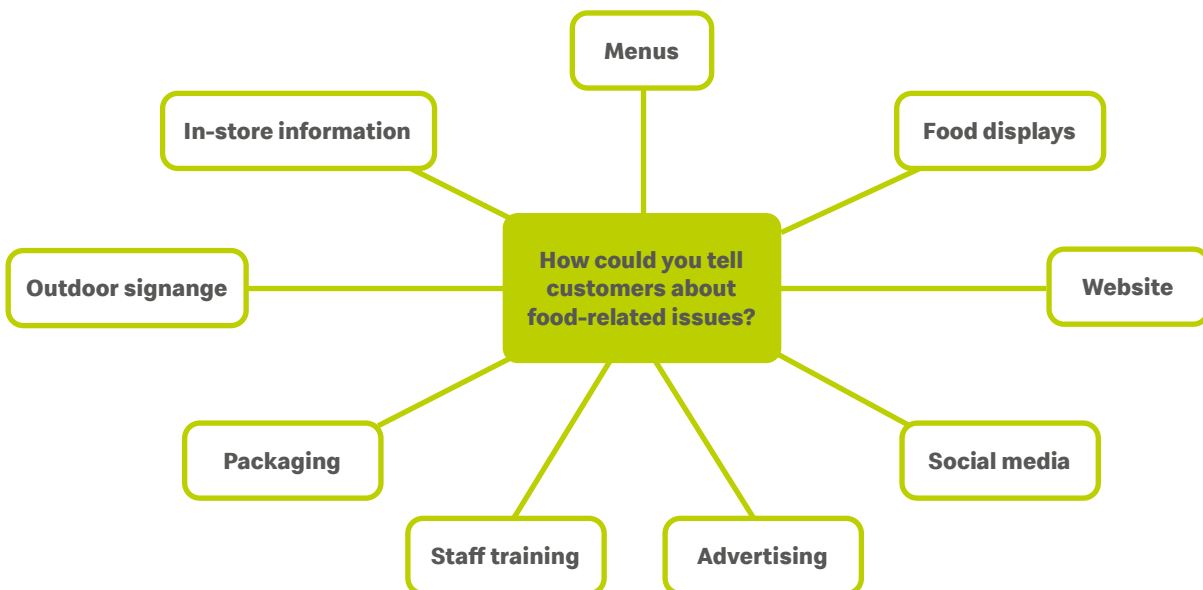
### MENU & MESSAGES

Many customers care about food-related issues, from where ingredients come from and the welfare of farm animals to the environmental impact of buying and eating food, including food waste.

Responding to these issues makes good business sense: when done well it can attract customers and increase profits.

How will you alert your customers to the food-related issues you are supporting and the positive impacts you, and they, can have? How can you tell them about the quality of your food?

Use the ideas below to kick-start your thinking. Base your ideas around the quality and welfare assurance schemes you will use.



What could you do in each case? What other ideas do you have?



# SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

## STUDENT ACTIVITIES

# ACTIVITY SHEET 3

### CHALLENGE GUIDE



### Source ethical ingredients and communicate to customers

Identify the food sourcing and provenance schemes that might help a small food business, like a café, attract customers and support animal welfare, sustainability and local producers. Communicate your ideas through some sample materials and a short presentation.

### Key Tasks

#### 1 Generate ideas

Discuss together where ingredients come from. Consider:

- How do you know their source (where they come from) and provenance (how they have been grown, reared or produced)?
- How can you be assured of their quality?

List your ideas about how food information (like on packaging) can tell you this information.

#### 2 Do your research

Read **Student Activity Sheet 1: Sourcing & Provenance**, which lists some schemes that help consumers know where food comes from and how it's produced.

Discuss which ones you recognise, and which ones are new to you.

Use the internet to find out more about these schemes, and issues like food miles and food waste. How can each scheme assure you of a quality product?





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## STUDENT ACTIVITIES

### CHALLENGE GUIDE (continued)

#### 3 Explain your sourcing choices

Imagine you own a small food business, like a café, restaurant, manufacturer or take away. Consider:

- What sourcing or provenance issues might be important to your customers?
- How might you personally want to support animal welfare, sustainability and local producers?
- What will 'quality' mean for you and your customers?

Decide which schemes your business would support and use when buying ingredients. List some ingredients your business might buy, and which scheme you would look for to be sure of that ingredient's source and provenance.

#### 4 Promote your products

Think about how you would communicate this information to your customers.

Read and discuss **Student Activity Sheet 2: Menus & Messages**, which shows some of the many ways you could do this. What others can you think of? Decide which ways might work best for your business.

Produce some sample materials that show how you would use some of these opportunities.





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## STUDENT ACTIVITIES

### 🔍 CHALLENGE GUIDE (continued)

#### 5 Present your ideas

Plan and deliver a brief presentation to share your ideas. You will need to:

- Explain which schemes you chose to support and why, linking your ideas to the kind of business you chose
- Explain how food assurance schemes will help you deliver good quality food for your customers
- Share your sample materials and if you made one, your test recipe



#### Key Words

**Sourcing**

Provenance

**Welfare** Job description

**Packaging** Assurance

**Food waste**

**Quality** Labelling

**Free range**

**Ingredients** **Sustainability**





## SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

### STUDENT ACTIVITIES

# ACTIVITY SHEET 4

## MCDONALD'S CASE STUDIES

### Farm Forward

Over 23,000 British and Irish farmers supply food for our menu, and McDonald's is very proud to support the high standards of animal welfare and quality ingredients they produce on their farms. As a restaurant business passionate about great tasting food made with quality ingredients, McDonald's needs the farming industry to thrive.

In March 2012 McDonald's launched a long-term programme called Farm Forward to support the farming industry across the UK and Ireland. Through Farm Forward McDonald's has established a series of projects which focus on:

- Developing skills and knowledge
- Raising animal welfare standards
- Making environmental improvements.

Some of the work streams in the programme:

**McDonald's Progressive Young Farmer Training Programme** is available for young people in full time education and interested in careers in agriculture. McDonald's employs nine young farmers for a year at a time. They follow McDonald's supply chain from farm right through to the front counter of McDonald's restaurants and are mentored by farmers and food companies that supply ingredients for their menu along the way.

McDonald's funds **research** to encourage improvements in animal welfare. McDonald's research programme to prove the welfare and economic benefits of providing tree cover to encourage free-range hens to roam freely outdoors has led to over half a million trees being planted on ranges across the country.

McDonald's is committed to using quality ingredients in its food and supporting the local economy. McDonald's also continues to reduce the amount of material it uses in its packaging, much of which is sourced renewably.





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## STUDENT ACTIVITIES

### MCDONALD'S CASE STUDIES (continued)

#### Supporting UK Farming

McDonald's is a major supporter of the British and Irish beef industry. Over 20,000 farmers supply all of the beef McDonald's uses in their restaurants across the UK. All McDonald's beef comes from farms accredited by a nationally recognised farm assurance scheme, such as Red Tractor.

In 2018 McDonald's cooked over 137 million free range eggs for breakfast. These eggs are all RSPCA assured and were sourced from British and Irish farms, many of which are independent and family owned. By the end of 2019, over half a million trees had been planted on ranges as part of the McDonald's range enrichment programme.

McDonald's used over 84 million litres of milk all from the UK in 2017. This included 32 million litres of organic semi-skimmed milk used in McDonald's teas, coffees, porridges and Happy Meal® milk bottles.

In 2013, McDonald's became the first high street restaurant chain that switched to using only British RSPCA Assured (formerly Freedom Food) pork across its entire UK menu. The farms supplying the pork must have bright, airy environments, bedded pens and plenty of space for pigs to move around.

British potatoes are the only potatoes used by McDonald's in its famous French Fries. In 2017, over 7,000 hectares of UK farmland was used to grow potatoes for McDonald's UK.

#### Sustainable sourcing

Every cup of coffee McDonald's sell is Rainforest Alliance certified, so McDonald's knows that the farms that supply these products work to high environmental standards, and are dedicated to protecting the welfare of their workers.

All the fish McDonald's serves is Marine Stewardship Council (MSC) certified. McDonald's entire fish supply chain has achieved the MSC Chain of Custody traceability standard and McDonald's packaging has carried the MSC ecolabel since 2011, guaranteeing that the fish come from well-managed, sustainable stocks.

#### Smarter packaging

All of the fibre packaging McDonald's uses in the UK comes from renewable sources certified by either the Forestry Stewardship Council (FSC) or the Programme for Endorsement of Forest Certification (PEFC). McDonald's re-uses delivery packaging, reducing the need to use raw materials and energy on making new items.

In 2019 McDonald's changed their plastic salad bowl, salad cups and lids with 100% renewable and recyclable cardboard containers, saving 102 metric tons of plastic annually. McDonald's have also changed their McFlurry carton and removed the need for plastic lids, saving the equivalent of 315 tonnes of plastic per year.





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## STUDENT ACTIVITIES

### MCDONALD'S CASE STUDIES (continued)

#### Recycling waste

McDonald's goal is to achieve zero waste to landfill by 2020, recycling at least 50% of waste and ensuring what can't be recycled is disposed of responsibly.

90% of McDonald's restaurants in the UK and Ireland offer customer recycling bins for paper cups and plastic waste. 450 tons of paper cups were collected in 2018, equivalent to over 40 million cups recycled.

McDonald's recycles over 85% of the waste from restaurant kitchens including plastic and paper packaging, used cooking oil, corrugated cardboard and food waste. 5,000 tons of food waste were collected and sent to anaerobic digestion in 2018. This generated about 6.6K megawatt of electricity and gas - roughly enough

energy for the instantaneous demand of 4.5m homes at once.

The used cooking oil is recycled into biodiesel, which is used to help fuel our delivery fleet. In 2018, 3.5m litres of oil was collected and converted into biodiesel. Approximately 9.96 million KMs of deliveries were made using the biodiesel produced from the used cooking oil collected from restaurants. Around 11,700 tonnes of Co2 emissions were saved from using biodiesel when compared to ultra-low-sulphur diesel.

Recycling the corrugated cardboard boxes used in its restaurants avoids over 15,000 tonnes of waste a year going to landfill – the equivalent of 38 fully laden 747 jumbo jets.

### TRACK YOUR DEVELOPMENT

To help you identify and reflect on the skills you have used and developed in this challenge, fill out the **Reflection Task** and **Skills Worksheet** and hand these to your teacher.

### NEXT STEPS

#### Congratulations on completing the challenge!

If you want to learn more about the skills you need for the future or would like to find out more about apprenticeship opportunities at McDonald's, head over [here](#) to get started.





## SOURCE ETHICAL INGREDIENTS AND COMMUNICATE TO CUSTOMERS

### STUDENT ACTIVITIES

## GLOSSARY OF TERMS

WORD	DEFINITION
<b>Sourcing</b>	The act of getting something, especially products or materials, from a particular place
<b>Provenance</b>	The place of origin of something
<b>Welfare</b>	Help given, especially by the state or an organisation, to people who need it, especially because they do not have enough money
<b>Packaging</b>	The materials in which objects are wrapped before being sold
<b>Assurance</b>	Part of corporate governance in which a management provides accurate and current information to the stakeholders about the efficiency and effectiveness of its policies and operations, and the status of its compliance with the statutory obligations
<b>Quality</b>	In manufacturing, a measure of excellence or a state of being free from defects, deficiencies and significant variations
<b>Free range</b>	Relating to or produced by farm animals that are allowed to move around outside and are not kept in cages
<b>Sustainability</b>	The quality of being able to continue over a period of time

