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Fédération européenne de la Restauration Collective Concédée
European Federation of Contract Catering Organisations

**Monitoring report on the implementation
of
The FERCO 2007 commitments to the EU Platform for Action on
Diet, Physical Activity and Health**

Commitment 504: working with clients and suppliers to improve the availability of understandable and relevant information for the end consumers

504.1. Sodexho Belgium (www.sodexho.be)

Sodexho Belgium organises frequent nutritional information sessions on site for the consumers of its client organisations. Themes discussed are: healthy eating, heart and cardiovascular diseases, diabetes, healthy recipes. These sessions are organised in cooperation with NGO's such as the association of the Belgian cardiological league, the Belgian federation for cancer prevention,... Sodexho Belgium also has a nutritional helpdesk (nutrition@sodexho-be.com) which consumers can email with questions and receive a response within 48 hours.

504.2. Albron Nederland (www.albron.nl)

Albron has organised 2 conferences for its preferred food suppliers/ producers. Main objective was to inform and stimulate food suppliers to adopt the governmental “**Ik kies bewust/ My choice**” guidelines (*see commitment 505.2. and 505.3.*) and invest in product innovation concerning healthy food. Albron explained its vision and goals about healthier food and the importance to make a joint effort. In total 150 suppliers/ producers and 50 Albron staff members have attended these conferences. The reaction of the attendees was extremely positive.

504.3. The Compass Group (www.compass-group.com)

In the contract catering sector, nutritional values are mainly provided by the suppliers. This information is used by the Compass Group to evaluate how healthy a product is and to calculate the calories per serving. All meals are filled in recipes databases. Customers are provided with information such as energy level, volume of proteins, fat, etc.... on displays or in a more detailed way on request in the restaurants. Meals are marked as red (rich), amber (balanced) or green (light).

504.4. Eurest Spain (part of the Compass Group) (www.eurest-colectividades.com)

The Eurest dieticians collect, check and process the information available from the suppliers in order to provide the final consumer with adequate information, be it the compulsory information requested by law or the information considered as useful.

Meals elaborated in central kitchens are labelled according to the legal provision. In case of special diets, menus are identified in a specific way.

The final consumer can find the composition of menus and dishes on menu cards or has access to information through the following means: menu planning (monthly, weekly, daily), labels, banners, boards, internal website of the school, workplace,....

504.5. Serunion Spain (www.serunion.com)

Serunion uses an online database which contains all the information needed for the elaboration of dishes together with nutritional information. For each type of food, technical fiches indicate the quantity per serving, according to the age group: adults in good shape and moderately active account for 100%, adolescents for 120% and children aged 6 to 9 for 65%.

Regarding the monthly school menus, all dishes are classified according to each type of food and its maximum and minimum frequency in a balanced diet.

The Quality and Nutrition Department of Serunion is working with the Navarra University on the production of nutritional information targeting in particular parents and pupils in schools and the elderly in retirement homes. Serunion operates food services in 1.300 schools and 112 retirement homes where it provides meals for about 200.000 consumers a day. In the education sector, Serunion employs about 3.000 school assistants who receive a specific training with a view to the correct implementation of all the initiatives around nutrition.

A set of 9 nutritional fiches were created (for instance on fruit and vegetables, on fibre products and water) which are printed on the back of the monthly menu distributed to all children in Spanish but also in the regional languages as Catalan and Euskera. Parents can access the monthly menu on an internet page www.serunion-educa.com where they find additional nutritional information, recipes, tips, articles and can also ask questions.

504.6. Sodexo France (www.sodexo.fr)

Since 2002, Sodexo France is cooperating as food service provider to the development of the **Santal** programme at PSA Peugeot Citroën in Rennes La Janais. Santal is a unique health and nutrition at the workplace experiment and is supported by the French national plan for nutrition and health PNNS. Santal is a long term innovative prevention programme based on information campaigns and individual coaching. Sodexo France is contributing to the design and the delivery of the education material (leaflets, brochures) and is providing the adequate food offer in order to encourage employees to follow the nutritional recommendations. Specific Santal recipes are elaborated and the Sodexo staff at PSA is trained accordingly.

504.7. ARESP Portugal (www.aresp.pt)

ARESP is the Portuguese Association of restaurants and similar activities including contract catering. Main actions undertaken in 2007 were targeting 1st school cycle and workplaces. Actions in the education sector covered approximately 90,000 pupils from 6 to 10 and were the following:

- Display of "Food Wheel" posters
- Display of posters with 7 products to consume daily
- Travelling theatre that reached 60 schools with the script "7 products and 7 healthy tips for a day"
- Distribution of educational notebooks, games, brochures to pupils
- Distribution of a CD with food information to a limited number of teachers
- Reduction of salt in bread

Actions for adults at the workplace were more punctual:

- Distribution of about 50.000 leaflets in company's canteens, on the Heart Week, advocating for a balanced diet and regular physical exercise
- Display of around 1,000 "Food Wheel" posters in company's canteens

The Portuguese Ministry of Health launched on May 2, 2007 the national Platform against obesity. ARESP is planning for 2008 an intensification of the actions undertaken in 2007 and possibly others that will be defined with the authorities and private entities that may be interested in sponsoring campaigns regarding obesity.

504.8. Gruppo Onama Italy (member of Compass Group) (www.grupponama.com)

Onama is providing nutrition information tools to consumers in 7 workplaces:

- Weekly menu coding the various types of food with symbols such as "poor cholesterol", "low calories", "vegetarian", "with religious restrictions".
- A guide with suggestions for a healthy diet, what to know and to do, how to calculate calories and the principles of a healthy nutrition.

The two instruments are available through intranet, along with the recipes of the dishes proposed on the menu, including the ingredients used and the possible presence of "potentially allergenic components".

504.9. ISS Facility Services Sweden (www.issworld.com)

ISS gives - as standard - information to guests mainly concerning allergy and origin of the food. This information is easily visible at the entrance of the dining area. In case the end consumer requires additional information, ISS cooperates with its suppliers to find out this information, for example about the quantity of salt, sugar, fat, etc The available information about products can be accessed on a database called *Dabas*, gathering information about every single product from most suppliers. In open restaurants, the total calories of each dish is indicated on the menu. For public catering contracts e.g. schools, retirement homes, hospitals, the composition of the dish with limitation of calories etc.... is regulated in the contract.

Commitment 505: implementing the national nutritional guidelines and the FERCO general nutrition recommendations

505.1. Sodexo Belgium (www.sodexo.be)

Sodexo Belgium participates in the national programme PNNS for nutrition and health. Following the national nutritional guidelines, the company developed a “**Health Charter**” and was the first caterer to have its charter officially endorsed with the PNNS logo. The charter is known as “**it tastes good, it feels good**” as is adapted to each age category. Indeed, Sodexo Belgium is developing specific nutritional policies per market segment (e.g. schools, workplaces). A nutritional programme for the elderly is coming soon. This programme will reach 170 care homes. A promotion campaign has been launched for the dissemination of the “Health Charter”. The communication tools used were posters, framed information, and specific leaflets for the training of the site managers in all the locations involved. In total, the campaign reached 25 hospitals, 100 schools and about 250 locations in the B&I (workplaces) sector.

New food offer

In 2007, Sodexo Belgium introduced 2 new concepts: “Natural!” and “Vitality”.

“**Natural!**” is a new range based exclusively on fruit. It includes whole pieces of fruit, freshly squeezed juices and a wide range of fruit salads. “Natural!” presents fruit in a new and attractive way: fruit salads with toppings, smoothies with yoghurt or soya milk... These convenience products overcome the obstacles that put people off eating fruit: you have to peel most fruits, it takes time to eat and is often messy. The concept can be adapted to meet different requirements. The core idea can be adjusted and fine-tuned depending on the needs of the client organisations or those of their customers. “Natural!” is at the moment active on 2 sites reaching 600 persons a day. 5 other sites will open during the year 2008 with a perspective of reaching a 1000 more persons a day.

The **Vitality** meals consist of slow carbohydrates, e.g. fibre and wholemeal, which helps to keep blood sugar curve on a good level between meals. The menus are based on seasons, colour and form combining a wide range of vegetables and spices.

Training of staff

550 “Chefs” followed a course on alternative cooking methods or new recipes, through training groups and workshops. In total, 30 training sessions were organised involving 4 trainers.

Reformulation of recipes

Following the principles of its “Health Charter”, Sodexo Belgium develops adapted menus for the different market segments (eg. workplaces, schools, ...). Less salt is used and iodised salt is preferred, less fat and sugar, more attention for fish and fatty fish. Poaching and other adapted cooking methods are preferred.

All Sodexo sites in Belgium use the nutritionally analysed recipes to the benefit of the daily 170000 consumers. So far, both clients and consumers react positively.

Introduction of reformulated food products or new products

Sodexo Belgium introduced reformulated and new food products as follows:

- Vegetable oil reduced in fat
- Adapted deep frying oil. Oils containing too much saturated fats (like palm oils, solid fats) have been removed from the purchase catalogue.
- Whole grain products such as whole grain rice and pasta.
- Tinned tuna in brine only, tuna in oil can no longer be ordered.
- Glutamate free vegetable stock
- An innovating range of meat products, developed in cooperation with nutrition experts, with added nutritional values and less fat content: max 14% fat in all minced products
- Unsaturated fats replacing unhealthy saturated fats eg: sunflower oil
- Limitation of the amount of added salt and partial replacement with iodised salt.
- Protein: 34.4% of the total calorific value in minced products is protein based.
- Addition of dietary fibre eg: addition of beans to all minced products
- Limitation of the amount of added sugar

505.2 Veneca NL (www.veneca.nl)

Veneca is the Dutch contract catering organisation. Veneca participates in the “**Ik Kies Bewust**” (My Choice) or IKB governmental programme. IKB involves producers and stakeholders in the foodservice. The Nutrition Centre funded by the Dutch Ministries of Health, Welfare and Sport (VWS) and Agriculture, Nature and Food Quality (LNV) provides scientifically based information about healthy and safe food and food quality. Currently IKB has 42 member-producers and approximately 1500 products have been awarded a “choice-label”. All these products were tested by an independent Institute following the IKB-criteria.

As it is not possible to apply as such the IKB-criteria to the whole range of products and menu’s developed by catering companies, IKB and Veneca elaborated a specific testing method, focussing on internal knowledge and processes for developing and preparing healthy recipes. The training of employees is also part of the accreditation. Veneca has currently developed 3 standards which have been endorsed by IKB:

- **A standard for Ready-made products.** Products conformed to the IKB-standards can be tagged with the IKB-logo.
- **A standard for Self-made products and menu’s.** If the final product or menu is conformed to the IKB-standards, an IKB-logo can be tagged.
- **A standard for Buffets.** If 80% of the ingredients of a particular buffet are IKB-proof, then the whole buffet can be tagged. For example: a salad bar or soup buffet.

In 2008 Veneca en IKB will develop a new standard for a whole location. The location will probably get an IKB-logo if 50% of the whole products range is IKB-proof. The exact percentage is still one of the issues to be further discussed.

In 2007, 3 Veneca members were accredited by IKB. They represent approximately 30% of the Dutch contract catering market, with about 6000 employees and 1200 locations. Veneca is involved in the development of promotion material for IKB certified company restaurants. Veneca also participates in a technical working group which aim is to strengthen the IKB-standards for products in order to reduce salt, fat and other non-desired food supplies.

505.3. Albron NL (www.albron.nl)

Albron received the **IKB accreditation** and is entitled to use the “Ik kies bewust/ My choice” logo. At the moment, approximately 200 products with the IKB logo are available in canteens and restaurants operated by Albron.

Reformulation of recipes

Albron is collecting up to date food specifications in order to **elaborate healthy recipes** that meet the requirements based on the nutritional values of each individual ingredient. To date, Albron received close to 3000 food specifications that meet the requirements for less trans- fat, sugar, salt and more fiber.

Albron works with only three different soup producers, all three members of IKB. They have adapted most of their recipes to contain less salt and sugar.

Albron has adapted its “**Lekker & Gezond/ Good & Tasty**” formula by incorporating the IKB requirements, such as:

- Reduction of portion size and energy
- Nutritional analysis and adaptation of recipes on the contents of less trans- fat, sugar, salt and more fibre.
- Adapting the “Menu Chef” database available through intranet for each Albron location so that the IKB recipes are easily recognisable.
- An information leaflet explaining the “Lekker & Gezond/ Good & Tasty” formula was distributed to the guests. Guests’ reaction is very positive.

In 2007, Albron maintained its pricing policy favouring healthier options.

Staff training

50 employees have been trained in three locations where this improved formula was tested. A two-hours training session has been organised for approximately 100 employees at the Head office.

Enjoying food

In addition, Albron has launched a project which main objective is to create a nicer ambiance for guests.

505.4. The Compass Group (www.compass-group.com)

Compass follows the national guidelines such as IKB (NL); “Green Line” developed under the patronage of the Czech Ministry of Health, Eurest (branch of the Compass Group) CZ and the Czech Nutrition Society; “Grüne Linie” based on the recommendations of the German Nutrition Association (DGE). A large number of Compass sites were awarded by the “DGE-logo”. Eurest CZ was awarded in 2005 by the National quality Award. In 2006, they obtained the Recognition for Excellence in Europe by EFQM, the EU Foundation for Quality Management. In 2007, Eurest CZ was awarded by the Fair Play National Award. All awards are based on the availability of nutritional guidelines in the business.

Programmes developed by the Compass Group as for example, “**Balanced Choice Programme**” in Austria and Belgium, “**Green Line Programme**” in CZ and “**Grüne Linie-Programme**” in

Germany, are based on nutritionally analysed and controlled recipes. Menus are balanced with a view to energy intake and nutrition (proteins, fat, sugar, vitamins, fibre, water, etc...). The system of menu rotation avoids duplication and ensures serving varied food. Smaller servings are offered, but this needs to be agreed with the client organisation. Communication and information of the end consumer is a major element of the programmes: less fat, sugar, salt; “five a day”; high fibre products; well-balanced and varied protein and calcium source products; plenty of liquids.

In cooperation with the client organisations, the Compass Group is working on solutions for providing the time to enjoy food in an appropriate environment.

505.5. FEADRS (www.feadrs.com)

FEADRS is the Spanish contract catering federation gathering the regional and local associations. FEADRS is an active partner in the national NAOS strategy. The main focus is on school meals.

FEADRS commitments to the NAOS strategy are as follows:

- Provide parents with information on the school menus (kilocalories, carbohydrates, lipids, proteins) so they can complement the children diet at home
- Promote educational activities in the school canteens, involving assistants watching schools meals and hired by contract catering companies
- Ban the use of fried food, oily saturated or trans- acids in school meals (companies now use only olive and sunflower oil).
- Use iodised salt in areas identified by the Health authorities as showing an iodine deficit

On request of schools and parents associations, catering companies organise training for parents on nutrition and healthy eating and provide parents with recommendations regarding dinner prepared at home. Companies also organise cooking and nutrition workshops, contests, games for children.

FEADRS has developed a **Nutrition Protocol for school menus**, fixing minimum requirements for catering companies. The Protocol promotes the Mediterranean Diet; the consumption of fruit, vegetables and fish; the respect of local and regional gastronomic and culinary diversity. In addition to general nutrition recommendations and specific recommendations regarding food allergies and food intolerances, the Protocol gives examples of balanced menus and cooking methods, indication of calories and portion size (grams) per age.

FEADRS is taking part in many activities of AESAN, the Spanish Food Safety Agency, and is drafting a “**Guide for contract catering services in the education sector**”.

505.6. Sodexho Spain (www.sodexho.es)

Sodexho Spain contributed actively to the implementation of FEADRS initiatives. Sodexho Spain activities involved a total of 298 locations and reached 144.000 users from which:

- in schools: 48 sites and 24.000 users
- at workplaces: 81 sites and 22.000 users
- in hospitals: 53 sites and 29.000 users
- in retirement homes: 90 sites and 43.000 users

Each month, Sodexo is issuing specific nutritional recommendations for schools. 117 animations were organised with children, including sports activities.

The campaign “**La Salud mi Vita**” promotes low fat cooking methods (steam, oven, grilled) for fish, the consumption of vegetables in infantile diet and the importance of breakfast. Nutritional conferences were organised in 13 schools for a total number of 3.900 users and in 2 companies for a total number of 3.500 users.

Sodexo organised fruits and vegetables tasting, “**La Mesa del descubrimiento**” in 18 schools for 3.500 users as well as gastronomic days in all the sites operated by the company in Spain.

Sodexo Spain undertook a study on “**The food service of the 21st century in schools**”, based on 200 public schools.

Financial impact

Sodexo Spain calculated that all the activities related to the fight against obesity: innovation, reformulation, training, information, education and communication resulted in an increase of 8% of its menu cost, including raw material and personnel.

505.7. Eurest Spain (part of the Compass Group) (www.eurest-colectividades.com)

Eurest is involved in the implementation of the FEADRS commitments and initiatives. Eurest follows local authorities’ guidelines for the definition of school menus and Eurest dieticians elaborate **company guidelines** based on the Mediterranean diet principles. The company is using iodised salt only, sunflower oil for cooking and olive oil for crude preparation. Menus follow the “five a day” principle.

Staff training

Chefs have been trained to healthy cooking methods by the staff of the Eurest Quality Department. 7 trainers have organised 50 training sessions for about 800 staff.

Enjoying food

The marketing department of Eurest has established specific criteria for the decoration of the restaurants adapted to each segment: education, workplaces, healthcare and is working with client organisations to the improvement of the environment.

Main obstacles

Main obstacles encountered by Eurest Spain are:

- First of all, the personnel turnover, which make it difficult to maintain a constant training level for the whole staff. Therefore, the company has to repeat the training sessions on a regular basis.
- Implementing all those initiatives has a cost and requires human resources and specific material.
- In some cases (fortunately a limited number), client organisations are not interested in the nutritional quality of the menus. They care only about price and the capacity of the catering company to serve a maximum number of consumers in a minimum time.

505.8. Serunion Spain (www.serunion.com)

The Quality and Nutrition Department of Serunion works on the implementation of the national nutrition guidelines. Serunion has established a partnership with the Nutrition Department of the Navarra University in order to improve its internal processes and ensure full application of the WHO recommendations.

Serunion cooperates in the works of FEADRS and is implementing the FEADRS Nutrition Protocol. Serunion has established agreements with the Spanish Food Safety Agency in relation with the NAOS Strategy:

- The Quality Department and the Purchasing Department of Serunion agreed to ban saturated and trans-fat which have been replaced by sunflower and olive oils
- Serunion is using iodised salt only
- Deserts, sweets and drinks with a high sugar content are nearly completely abolished and are on the menu only for special occasions
- The main drink proposed is water. During the summer, Serunion increases the offer of dishes rich in water. Specific emphasis is put on water and hydration in retirement homes
- The “5 a day” principle is widely respected

Reformulation

Together with the Navarra University, Serunion is working on the elaboration of revised menus for retirement homes as well as user friendly information packages for the managers of the retirement homes. Indeed, malnutrition is an issue for the elderly and a correct diet contributes to improving their quality of life.

Obstacles

Changing eating habits and taste is not easy. Children do not appreciate vegetables and fish and parents are expressing concerns when their children do not eat enough at lunch. Therefore balanced menus and dishes need to be adapted on the request of the schools directions.

505.9. ISS Facility Services Sweden (www.issworld.com)

ISS is using the Swedish nutritional guidelines established by the National Food Administration for menu planning, especially for children and the elderly. Adherence to those guidelines is used by local authorities as awarding criteria for public procurement. ISS has been awarded in 2006 the **Keyhole symbol** established by the National Food Administration in order to help consumers to identify the healthiest food options. For example, ISS restaurants showcase every day a plate with the correct portion size.

ISS participates every year in the “**Lunch for every heart**”, programme in cooperation with the Swedish Heart-Lung foundation, and carries out campaigns like “**Healthy Week**” in its company restaurants.

505.10. Eurest Sweden (member of the Compass-Group) (www.eurest.se)

Eurest Sweden has introduced several concepts like “**Balanced Choices**” and “**Fitness Food**” following the Swedish nutritional guidelines. The guidelines are also used for the training of staff regarding marketing and communication to final consumers. Eurest restaurants are Keyhole certified: at least one balanced meal fulfilling the Keyhole criteria is offered everyday to 2500 consumers. Eurest uses the Keyhole material produced by the National Food Administration for

the training of staff to food, health and cooking (groups of 20 employees five times a year). Training is organised for consumers upon request from the client organisation. Interest from client organisations and consumers is rising even if changing eating habits takes time and has a cost.

Eurest participated with the National Food Administration in producing guidelines for food services at the workplace: **“Good meal at work”** which is now a standard in restaurants operated by Eurest.

505.11. Fazer Amica Sweden (www.fazergroup.com)

Together with the Swedish National Food Administration Fazer Amica has started to Keyhole certify restaurants operated by Amica. The plan is to have all Amica’s restaurants certified within 2 years. Foods labelled with the Keyhole symbol are suitable for all healthy individuals – adults, teenagers and children over two years of age. They are not ‘diet foods’ but are intended for everyone who wants to adopt a healthy diet. The Keyhole rules are as follows:

- Meals must contain between 400 and 750 kcal. Maximum 30% of the energy content may come from fat. The amount of sugars and salt is limited. Meals must contain at least 80 grams of root vegetables (excl. potatoes), legumes and other vegetables and/or fruit per serving.
- Keyhole labelled breads, margarine, water, skimmed milk, light beer has to be offered on the menu.

Staff training to Keyhole

2-3 persons per restaurant followed a 2 days training on nutrition; how to use healthy products; how to cook with less salt, sugar, fat; how to choose the right kind of healthy products (high fibre, unsaturated fat, etc). A web based training programme is available for all employees at the restaurant.

Restaurants that are not yet Keyhole certified, work with Amica’s health policy **“Må gott”** which is based on the same criteria as Keyhole, except for the training part: more vegetables; less salt, sugar, fat; more fibre

Commitment 506: participating in national public initiatives and developing educational campaigns

In all countries where national public initiatives have been launched, contract catering companies and national associations members of FERCO are participating actively. Moreover, contract catering companies are developing their own educational campaigns in line with the national public initiatives.

Here are a few examples:

506.1. Sodexho Italy (www.sodexho.it)

Sodexho Italy launched in 2007 an educational campaign: “**coniugare piacere e salute? Si può!**” (Marrying pleasure with health? We can!). The campaign is focussed on 3 topics: varied and well balanced meals; checking your Body Mass Index and waistline; physical activity. The material and communication means used were posters and paper tray mats. In total, 1.800 posters and more than 5 million paper tray mats were printed and distributed in the canteens and restaurants operated by Sodexho Italy. The information is also available on the website of Sodexho Italy.

Target groups were adults at workplace, be it in private companies, in the Healthcare and Education sectors as well as university students. The total number of locations involved amounts to 350 restaurants. The content of the messages has been elaborated by the Scientific Board of Sodexho Italy.

The education campaign is compliant with the Italian Health Ministry initiative “**Guadagnare salute. Rendere semplici le scelte salutari**” (Improving health. Making healthy choices easy).

Staff training

Part of the same campaign was addressed to Sodexho staff in order to reinforce educational and training programmes for staff (in particular cooking personnel). Main content was about promoting low fat cooking methods, fish recipes and offering a large variety of vegetables. The material used was posters. The number of locations involved amounts to 1000 restaurants, which means about 10000 Sodexho Italy staff.

506.2. Veneca NL (www.veneca.nl)

Veneca is the Dutch contract catering association. Veneca participates in the **Covenant**, the Dutch national scheme on overweight and obesity. Veneca contributed in particular to the following initiatives:

- Promotion of healthy choices in secondary schools restaurants
- Promotion of a single logo known by everyone and used by all partners
- Together with Industrial Councils, promotion of healthy choices of food and beverages and promotion of physical activity through the social dialogue and the collective agreements.
- The Covenant is halfway. A congress celebrated this mile-stone. Veneca participated in two workshops, on the following topics :
 1. **The price of healthy food:** together with the consumers Union and the Federation of the Dutch food industry. The issue raised was the financial reasons to buy less healthy food.

2. **Health on the workforce:** together with the Trade Unions Federation and the Employers Organisations. The issue raised was whether employers have a role to play in controlling overweight and obesity among the workforce.

506.3. Sodexho NL (www.sodexho-nl.com)

Since August 2007, **Sodexho NL is accredited for using the IKB-logo**. In 2007, 75 Sodexho sites were licensed to use the IKB-logo. On all the 1.200 sites operated by Sodexho in The Netherlands, pre-packed IKB products are offered to 350.000 customers. The healthy offer is easily recognisable by the end consumers. An information campaign took place in the 1.200 sites on the significance of the IKB-logo. This was done in cooperation with suppliers and clients.

Staff training

Sodexho NL developed a training programme for catering employees about healthy food and all criteria and procedures for using the IKB-logo. About 500 employees (of which 50 chefs) were trained and tested in 2007.

506.4. The Compass Group (www.compass-group.com)

In most of the countries where it operates, the Compass Group participates in national programmes like NAOS (ES), the PNNS (FR and BE), the Covenant (NL), BIO-Certification (DE), etc... and works in close partnership with public authorities such as Institutes for Public Health (SLO), the Ministry of Health and the Nutrition Society (CZ), the FSA in the UK.

506.5. FEADRS (www.feadrs.com)

FEADRS is the Spanish contract catering federation gathering the regional and local associations. FEADRS is cooperating with FROM, the Fund for the Fish and Marine Cultures Market, an independent body under the control of the Spanish Department of Agriculture, Food and Fisheries. 2 major initiatives can be highlighted:

- **First conference on the use of fish products in school meals:** the conference paved the way for future collaboration between fish suppliers and catering companies.
- **National cooking workshops:** 22 cooking workshops were organised by FEADRS for 715 Chefs operating school canteens in November and December 2007, in 9 provinces: Madrid, Barcelona, Bilbao, Zaragoza, Valencia, Murcia, Malaga, Sevilla and Valladolid. Workshops took place with the cooperation of companies members of FEADRS in central kitchens or school kitchens. Chefs learned attractive ways for cooking fish for children. FROM provided 6 different recipes. The objective is to increase the consumption of fish by introducing fish on school menus at least twice a week.

506.6. Sodexho Spain (www.sodexho.es)

100 Sodexho staff, chefs and cooks, attended the courses organised by FROM and FEADRS: 23 in Madrid, 20 in Barcelona, 17 in Bilbao, 17 in Sevilla, 8 in Valencia, 6 in Murcia, 6 in Valladolid and 3 in Malaga.

506.7. Eurest Spain (part of the Compass Group) (www.eurest-colectividades.com)

Staff training

In the education sector, the company organises **workshops for school canteens assistants**. Education programmes have been implemented in about 300 schools and reached about 1.200 school assistants to the benefit of approx. 45.000 children.

Training sessions are organised on a regular basis for the staff. Tailor-made training packages are elaborated by the Quality and Food Safety Department. In 2007, 7 trainers have trained 840 employees during 53 training sessions.

One specific training on new recipes has been organised in Madrid for 15 chefs.

Eurest participated actively in the training organised by FROM and FEADRS for the promotion of fish on school menus: 2 Eurest trainers were involved and 20 training sessions organised for about 100 cooks.

Participation in education campaigns

Eurest cooperates every year to the **“Health Fair” of the Galpagar Ayuntamiento** in Madrid, organising workshops for children on healthy eating habits. Eurest provides the material and background information. In 2007, about 300 children participated in 4 different workshops involving 5 trainers.

Eurest published 30.000 copies of 2 publications on healthy eating which were distributed to the final consumers.

With a view to the dissemination of the NAOS strategy, 7 Eurest dieticians organised 70 information sessions for about 1.000 participants. The content is adapted to each type of audience: parents, school children, employees at the workplace, elderly in retirement homes.

506.8. Serunion Spain (www.serunion.com)

Serunion develops several tools and activities for the implementation of the FEADRS commitments and the national nutritional guidelines. All activities are tailor-made and organised upon request from the manager of the site or the client organisation. Specific supporting material is developed for each sector: education, retirement homes, hospitals. For example:

- A guide for school assistants on physical activity (games to be played during the lunch break) for each age group: 3 to 6, 6 to 9, more than 9
- Attractive and informative posters used in school canteens both as decoration elements and as education material. Serunion created 5 different posters helping children to learn more about food, especially fruit and vegetables. 3 posters are showing visuals only. School assistants are using them as support for interactive activities
- Training sessions and nutrition workshops for parents, teachers and pupils aiming at promoting healthier eating habits, for each age group: kindergarten, elementary and secondary school
- Specific training sessions in the childcare sector helping parents to introduce solid food in the adequate way in the baby diet
- Workshops in retirement homes for the elderly and the personnel
- Training sessions in hospitals for cooks, dieticians and health-carers

506.9. MVSZ Hungary (www.mvsz.org)

MVSZ is the Hungarian Hospitality association and a FERCO member. Considering that the current food offer, as foreseen in public procurement for food services, does not meet the criteria for a healthy and balanced diet, MVSZ is lobbying the Hungarian authorities concerned: the Consumer Protection subcommittee of the Parliament, the National Health Control Authority, the National Institute for Food Safety and Food related Sciences, the National Authority for Consumer Protection, the State Secretary of the Food Supply Chain, the Associations of Local Governments. The objective is to convince national authorities to pay more attention to nutrition and the quality of the meals and to reformulate the standards applied to menus, especially in the education sector, taking into account the needs of the different age groups. On the proposal of MVSZ, in spring 2008, the Consumer Protection subcommittee of the Parliament will dedicate an entire day to this issue.

In 2007, Hungarian catering companies worked in the following direction:

- Conscious Choice Programme: special signalisation of the high fiber, low fat and carbo – hydrate meals.
- Programmes for children in kindergartens and schools on salads
- Hiring of dieticians in companies.
- Pushing schools to reorganise class hours to grant sufficient time for lunch.
- Always offering green vegetables with pasta, rice, or potatoes
- Promoting fish recipes with low – fat cooking methods
- Promoting low – fat cooking
- Offering healthy and quick meal solutions
- Offering breakfast
- Avoiding complex recipes
- Clearly inform about the content of the recipes. Show samples of the raw products and ingredients, to facilitate the understanding of the recipes
- Offer a tool for personal nutritional follow – up
- Communication about biorhythm and BMI (Body Mass Index), the importance of daily exercise, with simple examples (eg: 30mn walk, don't use the lift, etc...)
- Weight reducing competition among employers and employees.
- Facilitate access to sport facilities

506.10. Gruppo Onama Italy (member of Compass Group) (www.grupponama.com)

The Lazio Region has launched through the local Health authorities ASL, a project for the monitoring and prevention of obesity. These ASL are in charge of controlling the nutritional quality of meals provided in collective catering services on their territory. In Rome, Onama is actively collaborating with the ASL in charge, providing information on recipes and nutritional value of menus, proposing methods of communication to educate consumers to more conscious choices and taking part in conferences on nutrition and diet.

In 5 education institutions, Onama offers children and their family education activities regarding healthy food, based on:

- Training sessions for local populations
- Workshops on food preparation and knowledge of food
- Guided tours to central kitchens or food industries

- Proposals (menus, dishes, recipes) for "dinner at home" complementing school meals, in order to reach a balanced diet throughout the day.

The objective for 2008 is to increase the number of units involved by 8 -10%.

506.11. Serist Italy (www.serist.it)

Information and education campaign on sport and nutrition

Serist organised an information and education campaign on sport and nutrition for the schools of a town in the North of Italy. The campaign was organised in partnership with relevant stakeholders in sport field: the soccer team of the town, some sport champions, a very popular brand of sport clothes. The football players and the sport champions were used as testimonials of the positive results of a well balanced diet and physical activities. Target groups were primary school pupils, their parents and teachers, involving 6000 people.

Several types of material were used: 5000 brochures, web site, advertising in local new papers, workshops, events and conferences organised in the football stadium and nutrition courses with experts.

Information and education campaign on nutrition in schools

Serist organised also an information and education campaign on nutrition in the schools, promoting and offering breakfast at school. In fact, Italian families often neglect breakfast. The breakfast was based on fruits and fibre (no fat, no added sugar). Fruits were proposed during break time instead of snacks.

Target groups were 20.000 primary school pupils, their parents and teachers. 20.000 brochures were distributed, 10 advertisements placed in the schools newsletters and 50 conferences organised. Special events took place:

- Introduction of special meals based on typical Italian products (fruit and vegetables)
- Visits to farms (discovering the production of milk, honey, vegetables, fruits etc.)
- Nutrition workshops
- Contest of the healthiest menu/dish proposed by pupils. The best menu/dish was awarded, cooked and consumed by the pupils.

Nutrition campaign at the workplace

Serist introduced a new food offer:

- low calories dishes (less sugar, less salt, less fat)
- right portion size based on the nutrition guidelines (LARN)
- more steamed dishes (not fried)
- more fresh fruit and vegetables
- more dishes based on fibre

Special corners were installed in company restaurants:

- fresh fruit and vegetables
- low calories dishes
- organic dishes

Banners were installed to encourage low calories menu. Cooking shows were organised to make the special corners more attractive and 5000 information brochures were distributed to the

consumers. In addition, information is available on a website and intranet. The consumers reached were about 1000. Client and Consumers reactions were positive.

Obstacle

The main obstacle is the low price of meals as fixed in the contract with the clients which does not allow to reinforce and to extend such initiatives and to evaluate the results in a proper way.