Animal and plant-based food consumption in change in public catering services

StratKIT, 12/11/2019, Regina Ekroos, Espoo Catering Oy
Espoo Catering Oy

*an in-house company owned by the City of Espoo*

- **Meals/day**: 70,000
- **Staff**: 440
- **Turnover**: €32 million
Service is defined by strategy

- Group
- Customer organisation
- Service provider
### Espoo climate programme 2016–2020

Climate impacts caused by food are mitigated

<table>
<thead>
<tr>
<th>Action</th>
<th>Goal and indicator</th>
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<tbody>
<tr>
<td>Catering waste is minimised and courses of action are developed to make use of surplus food.</td>
<td>The amount of catering waste diminishes on an annual basis.</td>
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<tr>
<td>The proportion of vegetarian, seasonal and locally produced food is increased in the City of Espoo catering services.</td>
<td>The share of vegetarian components is increased in meals. Locally and seasonally produced food is provided more frequently.</td>
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The proportion of vegetarian food is increased in food procurements according to the city’s climate programme, reducing the nutrient loading to the Baltic Sea.

The share of sustainably caught fish, such as Baltic herring and roach, is increased in the city’s catering procurements.
Espoo Catering
Values

Customer orientation
Responsibility
Quality
Effectiveness
Professionalism
Espoo Catering: Sustainable development

- Reduction of catering waste
- Environment passports, support persons for environmental issues
- Fairtrade and organic products
- Crop year-based thinking
- Moderate consumption of red meat
- Responsible procurements
- Promoting vegetarian meals and increasing their consumption
- Makuaakkoset (Flavour alphabet), school meal diplomas
Espoo Catering 2016: Society’s Commitment to Sustainable Development 2050 programme

We increase awareness and popularity of vegetarian food together with our customers

Our goal is to enhance awareness, taste and consumption of vegetarian food during school meals.

Replacing meat with vegetarian proteins reduces the carbon footprint and increases the carrying capacity of nature.

Promoting awareness and taste of climate-friendly vegetarian food is part of Espoo Catering’s environmental programme and responsibility work.

By working together with young people, we believe that this goal can be achieved most easily.
Espoo Catering: Nutrition commitments (3 pcs)

#Sitoumus2050
Olemme sitoutuneet rakentamaan parempaa Suomea – tule mukaan!
sitoumus2050.fi
1. Vegetable and root vegetable sample packages

We deliver product packages to early childhood education units to implement the Saperefood education method.

The packages include whole fruits, vegetables and root vegetables.

The products help pupils become familiar with, for example, the colours, fragrances, texture and taste of foods.

2. Vegetarian meals planned by pupils

We have organised vegetarian food competitions for 9th-grade home economics pupils since 2016.

- Pupils plan vegetarian meals.
- The winning meals are served at schools during vegetarian food days.

The competition is part of the City of Espoo’s sustainable development efforts.

www.papuposset.fi
Stuffed bell peppers, raita sauce, mashed sweet potato
Beans and noodle stir-fry
Vegetable balls and a vegetable side dish
Härkis tagine with a twist of lemon and a barley side dish
3. Vegetarian food day every week

- Vegetarian food offering was increased as of autumn 2017
- There is a weekly vegetarian food day
  - used to be four times in five weeks
- During the vegetarian food day, two vegetarian options are freely available
  - used to be one option

School meal recommendation 2017:
Vegetarian food options help promote diverse use of vegetables and make pupils familiar with various vegetarian dishes. Serving vegetarian food is part of sustainable development activities.
Vegetarian food offering at schools

✓ Lacto-ovo vegetarian meals are served every day
  ✓ The vegetarian meal is an alternative to meat, fish or chicken dishes

✓ There is a vegetarian food day once a week
  ✓ During the vegetarian food day, two vegetarian options are served, of which one is vegan

✓ A vegan meal is prepared every day for pupils who have ordered it
  ✓ The meal also includes a vegan drink (oat milk)
Vegetarians (%) at Espoo schools and day-care centres in 1997–2019
Vegetarians (%) at Espoo schools and day-care centres in school year 2018–2019

- Day-care centre, children: 4.0%
- Day-care centre, adults: 9.0%
- School, pupils: 5.0%
- School, adults: 14.7%
Meat, fish and vegetarian dishes at schools in 2019

*) Lacto-ovo vegetarian food includes dairy products and eggs
Available dishes at schools in 2017 and 2019
The proportion of vegetarian food in the offering

OPPORTUNITIES TO PROVIDE VEGETARIAN MEALS HAVE INCREASED ESPECIALLY AT SCHOOLS

DIVERSE USE OF VEGETABLE PROTEINS HAS INCREASED
How could vegetarian dining gain momentum???

- Influencing individual choices, habits and attitudes
- Collaboration with customers
- Serving tasty vegetarian food
Pop Up events 2019 – Get to know the Pulses

Pulse identification puzzle
Pop Up events 2019 – Let’s eat fish

Eating fish is part of a climate-friendly diet

✓ Why people should eat fish?
✓ Do you know recognize different fish species?
✓ Come to taste Finnish freshwater fish patty!

We use Finnish freshwater fish or rainbow trout cultured in Finland, fish caught in the Baltic Sea or MSC-certified fish, which guarantees that the fish was caught in an ecologically sustainable way without endangering fish populations.
Espoo Day 2018 Iso Omena
Espoo Day 2019

Meals planned by 9th-graders at Martinkallion koulu school

Puréed vegetable soup and Seitan bake

12.11.2019
Espoo Day
2019

Iso Omena
City Council initiative 03/2019: Halving the consumption of meat and dairy products by 2025

❖ Espoo strategy: the ecological footprint of Espoo residents is reduced and the city acts as a pioneer of climate work.

❖ Climate impacts of food production can be mitigated considerably by reducing the proportion of animal products in food.

❖ To support this goal, a plan and set of instructions covering the corporate group of the city will be prepared.
Observations

- Quick transition schedule
- Quality of nutrition
- Customer satisfaction
  - Familiarity
  - Feeling full
  - Traditions
- Local content
- Food culture
- Esteem
- Taste, appearance, texture