



# Making tomorrow sweeter

A GUIDE TO SUSTAINABILITY IN SWEET GASTRONOMY

  
VALRHONA



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# About This Guide

Food, and in particular sweet gastronomy, is one of life's great pleasures. It brings people together for shared experiences and for so many of us it is bound up in precious, emotional memories of special celebrations. But it has become increasingly clear that food is also at the heart of many of the most pressing social and ecological challenges that the planet currently faces. We are grappling with the triple threat of a climate, biodiversity and public health crisis and food is implicated as both a cause and casualty in all of these.

The world of sweet gastronomy faces specific sustainability challenges. Until now, however, there has not been a coherent framework for what 'good' looks like in the sector, nor tailored advice to help pastry chefs and artisans improve their impact. Together with Food Made Good, Valrhona's official sustainability partner, we aim to change this.

Developed in partnership with Food Made Good and chefs across the world, this **guide** outlines the key issues faced by this much-loved sector of the food industry and provides chefs and businesses with practical advice on how to address them. It is complemented by a **self-assessment tool**, available on [www.valrhona.com](http://www.valrhona.com) to help pastry chefs understand how they are performing compared to peers and identify ways to improve their impact.

Chefs have a huge opportunity to influence consumers, impact diets and make a real contribution to people and the planet. Together, let's ensure the desserts, pastries, chocolates and ice creams that we treasure not only taste good but do good too.



# About Us



Valrhona has been a partner of artisans of taste since 1922, and is a pioneer and reference in the world of chocolate. Its mission, “**Together, good becomes better**”, expresses the strength of its commitment. With its partners, chefs and cocoa producers, Valrhona imagines the best in chocolate to create a fair and sustainable cocoa industry and to inspire gastronomy that does good and tastes great.

Since January 2020, Valrhona is a B Corp™ certified company. By meeting the highest social and environmental standards of this label, Valrhona is today part of a community of leading companies that use business as a force for good.

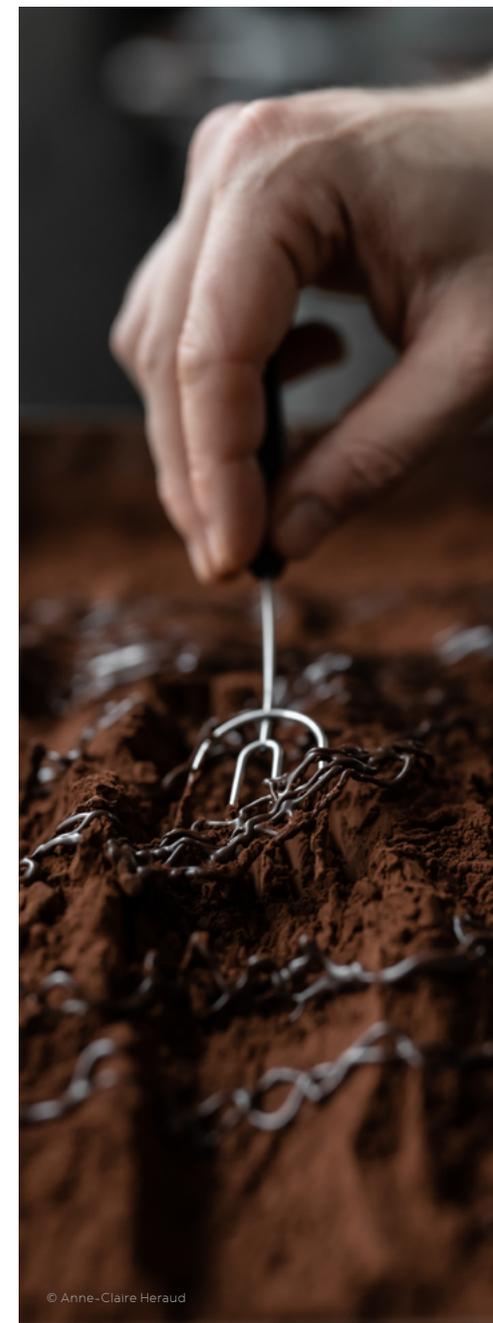
[www.valrhona.com](http://www.valrhona.com)



The Food Made Good program is the world’s largest food service sustainability program, and has been helping foodservice businesses for the last decade, influencing the sustainability of over 1 billion out of home meals a year through its community of more than 12,000 kitchens across 20 countries

Food Made Good has offices in the UK, Hong Kong, Japan and Greece to help chefs play a leading role in creating a more sustainable food system.

[www.foodmadegood.global](http://www.foodmadegood.global)



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# Our Contributors

In developing this guide and the sustainable sweet gastronomy framework, Food Made Good and Valrhona have spoken to over 30 chefs across 12 countries. Expertise ranged from pastry chefs, chocolatiers, bakers and ice cream specialists to those working in hotels, restaurants and events. Getting a global perspective on the sustainability challenges and successes faced by chefs the world over was essential to the production of this guide.

Our thanks go to all those who were involved in this project. See who gave us inspiration and ideas here.



**Claudio ARGIBAY COUÑAGO**

Baker & Owner  
Panadería Argibay  
Porriño, Spain



**Amy BROWN**

Culinary Director  
Frankie & Jo's  
Seattle, USA



**Lucila CANERO**

Pastry Chef & Owner  
La Luciérnaga  
Barcelona, Spain



**Crystal CHIU**

Head Pastry Chef  
Canlis  
Seattle, USA



**Jessica CHOW**

Owner & Chef  
Bien Caramélisé  
Hong Kong



**Jared JIANN LIH CHUAH**

Owner  
Sweets by Jared  
Oslo, Norway



**Dafne DANIEL-SOTO**

Pastry Chef  
Mono  
Hong Kong



**Patrice DEMERS**

Pastry Chef & Owner  
Patrice Pâtissier  
Montreal, Canada



**Richard EKKEBUS**

Head Chef  
Amber  
Hong Kong



**Jeffrey FINKELSTEIN**

Chef Owner  
Hof Kelsten  
Montreal, Canada

## Our Contributors



**Maxime FRÉDÉRIC**  
Head Pastry Chef  
Cheval Blanc Paris  
Paris, France



**Luke FROST**  
Pastry Chef  
L'Ecole Valrhona  
Northern Europe



**Masakazu IWASAWA**  
Owner Chef  
Pizzeria Gtalia da Filippo  
Tokyo, Japan



**Mineko KATO**  
Pastry Chef  
Faro  
Tokyo, Japan



**Shigekatsu KIMURA**  
Owner  
La Vieille France  
Tokyo, Japan



**Valetin MILLE**  
Head Pastry Chef  
Amber  
Hong Kong



**Carolina MOLEA**  
Founder  
L'Artisane Creative Bakery  
Coral Gables, USA



**Lindsay MOREL**  
Co-Founder  
The Floating Boulangerie  
London, UK



**Franck MOULARD**  
Pastry Chef & Owner  
Libert Art  
Annecy, France



**Shigeru NOJIMA**  
Executive Chef  
Grand Hyatt Fukuoka  
Fukuoka, Japan



**Nadège NOURIAN**  
Chef Owner  
Nadège Pâtisserie  
Toronto, Canada



**Takashi OHSHIMA**  
Owner Chef  
Bottega Blue  
Hyogo, Japan



**Sandra ORNELAS**  
Pastry Chef  
L'Ecole Valrhona  
Spain



**Jérôme RAFFAELLI**  
Pastry Chef & Co-Owner  
Oh Faon ! Pâtisserie  
Marseille, France



**Nadia SAMMUT**  
Chef de Cuisine at L'Auberge la  
Fenièrè & Founder of KOM&SAL@  
Cavaillon, France



**Paula STAKELUM**  
Resort Executive Pastry Chef  
Ashford Castle  
Cong, Ireland



**Hitoshi SUGIURA**  
Executive Chef  
Onodera Group  
Tokyo, Japan



**Reito TANAKA**  
Pastry Chef  
Andaz Tokyo Toranomon Hills  
Tokyo, Japan



**Koji TSUCHIYA**  
Owner Chef  
Musée Du Chocolat Théobroma  
Tokyo, Japan



**Michael WILSON**  
Executive Chef  
Pollen  
Singapore



**Adrien ZEDDA**  
Executive Chef  
Culina Hortus  
Lyon, France

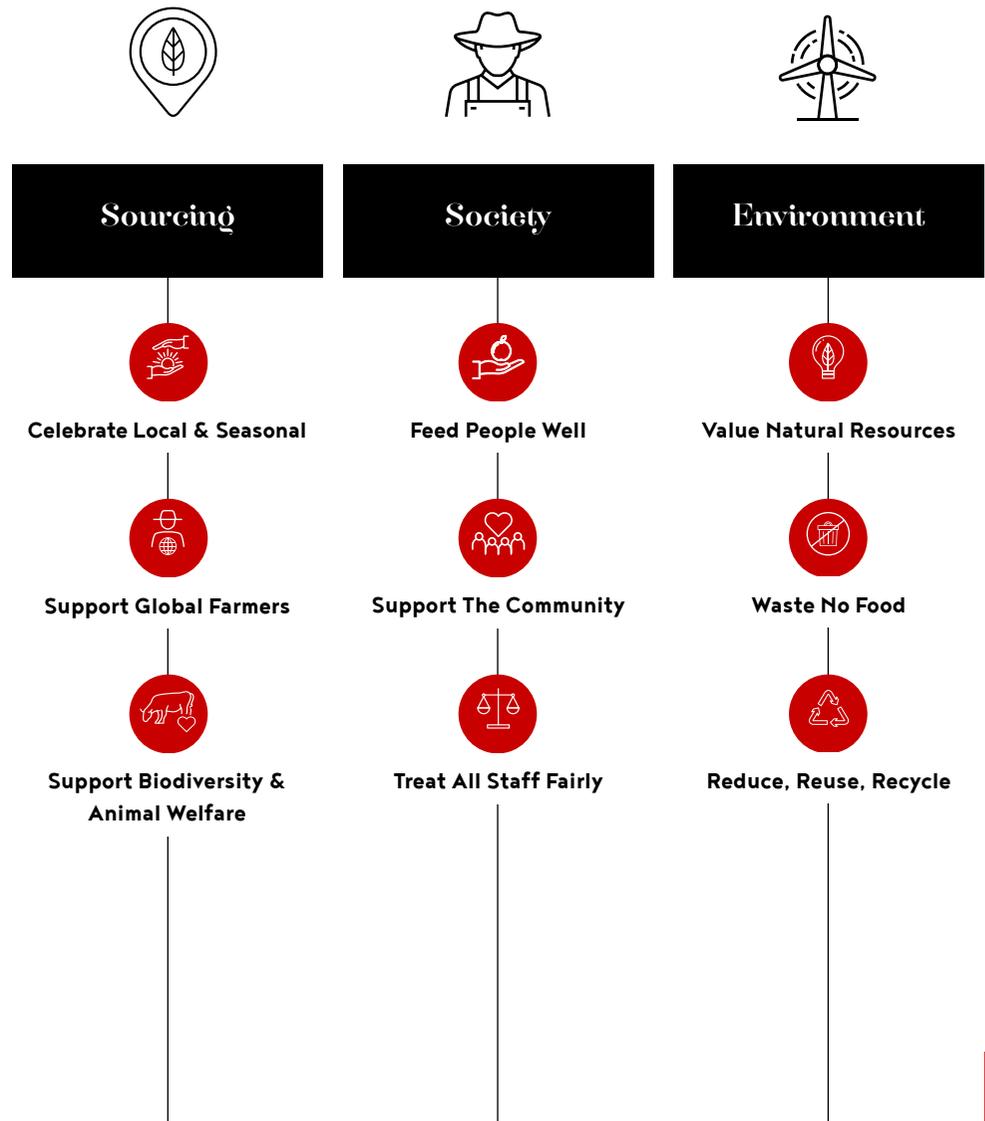
# Sustainability Framework

**The sustainability framework is designed to show what 'good' looks like for sweet gastronomy.**

Sustainability in sweet gastronomy comes in many different shapes and sizes. Through the three pillars of **Sourcing, Society & Environment** we take a holistic view of what sustainability means for your business and give tips, case studies and business specific information to help you make positive changes.

In the pages that follow we look at each of these issues in more detail, explaining why these key issues matter and what you can do to start managing them effectively.

It is not intended as an exhaustive document; sustainability is complex and for each of the issues identified there is always more to discover. The purpose here is to provide some structure within which to frame that journey and some signage to help you identify shortcuts towards long term sustainable success.





# Sourcing

Celebrate Local & Seasonal

## THE ISSUES

Fruit features heavily in sweet gastronomy. We all know that fruit is very much seasonal produce but suppliers accessing the global economy can create the impression that all fruits are available all year round. As a result, it can become second nature for chefs to source ingredients out of their local growing season, sometimes from far away.

Customers often expect to see certain dishes on the menu. You may feel like you need to keep firm favorites such as a strawberry tart or a Tarte Tatin on the menu all year round, which makes choosing seasonal ingredients difficult.

## WHY IT MATTERS

Buying local produce in season is a shortcut to fresher, tastier, healthier ingredients. Seasonal fresh food, with shorter food miles, often has a smaller environmental footprint. Quality and costs can also be better controlled. At the same time, it also provides a valuable investment in the local economy, helps establish and maintain local food resilience and protects local food heritage. Serving locally sourced food also helps give customers more transparency and traceability over what they're eating.



99%  
of consumers  
would pay more for  
transparently sourced  
fresh ingredients<sup>1</sup>

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1. <https://www.fooddive.com/news/study-nearly-all-consumers-find-transparency-in-food-and-beverage-important/446999/>



**WHAT YOU CAN DO TO  
CELEBRATE LOCAL INGREDIENTS**



- The foundation of supply chain sustainability is transparency. Know where all your ingredients come from, ideally down to farm level
- Build relationships with local producers and if necessary, challenge them to supply the produce you need and introduce you to heirloom varieties
- Share a seasonality calendar with your staff to understand what is available & when in your country or area
- Source from at least one local farm or producer
- Experiment with ingredients not commonly used in desserts, for example beets, peas, chickpeas or lentils. Repurposing these can lead to delicious new flavors and textures and can allow you to showcase a new variety of local ingredients
- Don't stop at fruit. Look for local grains, such as wheat, rye and spelt varieties, sweeteners such as honey, and local seeds and nuts

**WHAT YOU CAN DO TO  
CELEBRATE SEASONAL INGREDIENTS**



- Change your pastries and desserts with the seasons. This doesn't need to involve a whole menu change: you can also simply tweak dishes to include more seasonally available ingredients. For example, consider using pears, plums or rhubarb when in season, instead of apples in a Tarte Tatin
- Promote seasonal specials to increase their appeal: highlight these items on menus, specials boards and social media. See this as your chance to tell customers what is in season, building demand for a 'limited time only' item
- Make the season last longer by using any excess fruits to batch produce jams, preserves, sauces etc. - for example making strawberry jam with any left-over or excess strawberries
- When produce is not in season locally, but is essential, think about frozen, dried or pureed versions that do not rely on importation by air freight

*“We would rather disappoint customers than use something out of season. Because we dry our own grapes to make raisins, we only make pain aux raisins when the grapes are in season. Customers know they won't be around forever so demand builds up and we sell more of them. Use social media and specials boards to highlight seasonal specials and don't be afraid of saying that they'll only be available for a short amount of time.”*



Lindsay MOREL  
Co-Founder  
The Floating Boulangerie  
London, UK



### WHAT IS LOCAL?

While there may be no globally agreed upon definition of what 'local' is, Food Made Good defines local as produce that is made, raised or grown within your business' designated geographical region, not just purchased there. This might mean sourcing produce from your town, city, region or state depending on the size of the country.

*"We have direct relationships with farms. Thanks to this, we can choose which products to buy when, for example if there has been a large harvest and excess fruits that would otherwise be wasted we will buy these."*



Koji TSUCHIYA  
Owner Chef  
Musée Du Chocolat Théobroma  
Tokyo, Japan

For Patrice Demers, pastry chef and owner of Patrice Pâtissier in Montreal, Canada, local isn't just a nice thing to have, it's a real source of inspiration. It also adds an element of competitive advantage, ensuring that his creations remain totally unique thanks to their connection to local terroirs and flavors.

While Patrice acknowledges that this focus on local means he has to offer a smaller range of patisseries, he prefers it this way. *"I prefer to have 12-15 fresh desserts made with local produce rather than having loads of desserts. My customers understand and support this."*

Having a direct connection with the producer and being able to visit their farm not only inspires him, but also gives Patrice the opportunity to promote his producers to his customers and via social media. Supporting others within the industry, even just through social media, can have a huge impact and encourage others to think about their own sourcing or farming practices.



Patrice DEMERS  
Pastry Chef & Owner  
Patrice Pâtissier  
Montreal, Canada



### THE ISSUES

Pastry and desserts make extensive use of global commodities such as cocoa, vanilla and sugar, as well as exotic fruits such as mango, passion fruit and citrus. Often grown in developing countries, it can be difficult to know exactly where these products come from and how they are grown.

### WHY IT MATTERS

- \* Sourcing certain items from outside of your country such as cocoa, vanilla, sugar and fruit can present challenges in terms of transparency (having visibility of the supply chain), social issues (workers' rights and conditions) and environmental standards (growing and farming practices).
- \* Producers of these goods often end up with only a small amount of money for their crops when compared to the price paid by the end customer. Yet farmers deserve to be paid fairly for their produce. Ensuring that this is the case can in turn allow farmers to improve social and environmental practices on their farms.
- \* A responsible business needs to understand where its ingredients come from and how they have been produced and use its purchasing to support economic development of farmers around the world.



Small-scale farmers play a vital role in global food production, although they routinely face difficulties accessing land and other productive resources. In most countries their incomes are less than half of those of their larger counterparts.<sup>2</sup>

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2. <https://unstats.un.org/sdgs/report/2020/goal-02/>



**WHAT YOU CAN DO TO  
SUPPORT GLOBAL FARMERS**



- Ask your suppliers for details on where your dry store goods (cocoa, sugar, vanilla, tea, coffee etc.) and any exotic fruit come from. Ask for the country of origin and ideally the farm where they have been grown
- Buy from suppliers who have policies in place around workers' rights and environmental standards
- Specify certifications such as [Organic](#) or [Fair Trade](#) on products. These can act as a guarantee that certain standards are in place and that growers get a fair price and good working conditions.
- If the products aren't certified, ask your supplier if they have [direct trade](#) commitments in place
- Ask your suppliers for full ingredient lists of produce you're buying. Highlight any items that contain palm oil or soy and find out whether it is certified as responsibly sourced, for example [RTRS](#) or [RSPO](#)



© Pierre Ollier

*“It’s important for us to buy well. That means having transparency, paying the producers supplying us fairly, knowing where each of our product comes from and the knowledge and skill that went into producing them. Our customers want to know the stories of our producers and we want to share them. This is why we spotlight our producers: we have a dedicated section on our menus and our website, and our service staff is trained in communicating these stories.”*



**Adrien ZEDDA**  
Executive Chef  
Culina Hortus  
Lyon, France



At Frankie & Jo's Plant-Based Ice Cream Shop, coconut milk is one of the most commonly used ingredients. As this can't be sourced locally, the business is constantly in touch with its suppliers, asking them questions, updating them on future sales projections to make sure they understand the whole supply chain and know which suppliers can meet their demands. For any new ingredients used at Frankie & Jo's, this level of understanding and knowledge of the supply chain is essential.

It also means the business can share stories of its produce with customers. *"We can tell the story behind why we decided to use that particular ingredient, bringing supplier stories to light."*



**Amy BROWN**  
Culinary Director  
Frankie & Jo's  
Seattle, USA

**REMEMBER**

It's not just dry store goods that can present issues for sustainable sourcing, exotic fruit can also be subject to social and environmental issues in its production. Ask your suppliers for details of the farm where the fruit is grown. If this isn't available, ask for region or country of origin. Other information to ask for includes how the product is processed and transported and what social and environmental practices are in place.



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*"Being based in Spain, we can't buy chocolate locally. So this is why we look for certifications such as Organic or FairTrade or work with companies like Valrhona who can guarantee high sourcing standards."*



**Lucila Canero**  
Pastry Chef & Owner  
La Luciérnaga  
Barcelona, Spain

 **Sourcing**  
Support Biodiversity & Animal Welfare



**THE ISSUES**

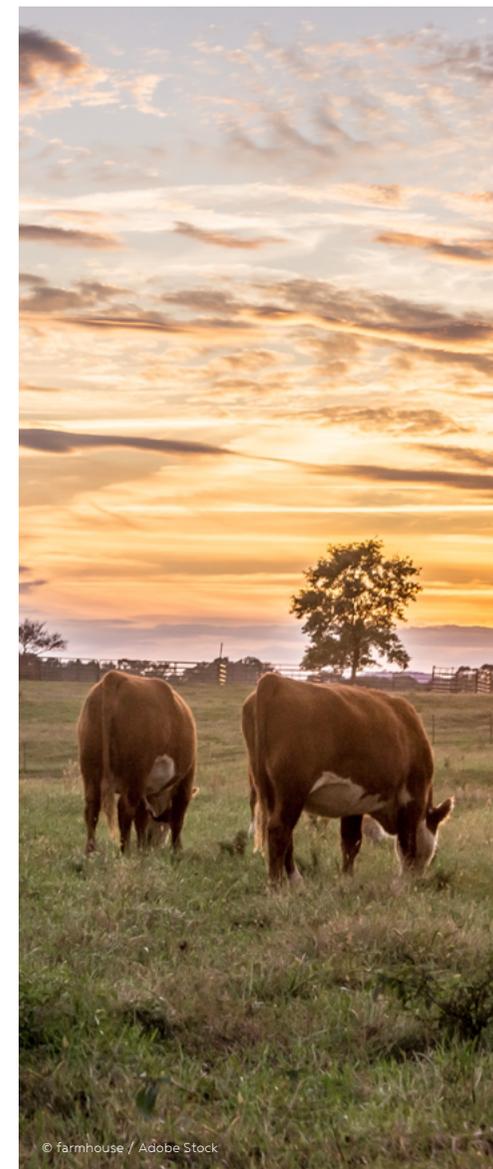
- \* Desserts and pastries often use fewer ingredients in higher volumes than the rest of the kitchen. This can make the potential for over-reliance on certain crops and ingredients a bigger concern
- \* Dairy and eggs feature heavily in sweet gastronomy. How the animals are treated needs to be considered from ethical and environmental perspectives
- \* The growing trend towards veganism means an increasing need for, and reliance on, alternative ingredients, such as oat or nut milk instead of dairy. The impacts of these ingredients often come with their own social and environmental concerns

In 2015, emissions from the dairy industry alone made up **3.4%**  of the world's total emissions for that year<sup>3</sup>. Dairy has one of the biggest carbon footprints of any food group, behind only beef, lamb and cheese<sup>4</sup>

**WHY IT MATTERS**

Increasing demand for food can lead to land, such as forests, being converted for agricultural use. The replacement of the natural environments with crops and or livestock farming can result in a loss of animal and plant life, as can the use of chemical fertilizers and pesticides. As well as contributing to biodiversity loss and environmental pollution, agriculture can accelerate climate change through the release of greenhouse gases and the destruction of plants and woodlands that store carbon dioxide.

Higher welfare standards on farms offer animals better treatment and living conditions. Ethical farming practices can mean animals have more space and varied natural environments to live in, as well as supporting biodiversity by preserving habitats for plants and insects.



© farmhouse / Adobe Stock

3. <https://www.bbc.com/future/article/20201208-climate-change-can-dairy-farming-become-sustainable>  
4. <https://interactive.carbonbrief.org/what-is-the-climate-impact-of-eating-meat-and-dairy/>



**WHAT YOU CAN DO TO  
SUPPORT ANIMAL WELFARE**



- Use cage-free eggs as an absolute minimum, aim to source **free-range** or higher welfare eggs such as organic, where hens have space to display natural behaviors and roam outdoors
- Ask your suppliers about the welfare standards in place for all dairy items. Guaranteeing that cows have access to pasture for at least some of the year ensures better animal welfare and lower greenhouse gas emissions
- Ask your suppliers if they hold any voluntary certifications above and beyond regulatory requirements, which can validate any welfare claims
- Consider sourcing organic eggs and dairy where possible - this ensures animals have been raised to higher welfare standards with minimal antibiotic use
- Consider offering more plant-based/vegan options that don't rely on any animal products

**QUESTIONS FOR SUPPLIERS**

To go even further, you can also ask your suppliers about:

- \* Whether any **close confinement systems** are used, suitable stocking densities, suitable housing and management practices, locally sourced animal feed and reporting on the health and behavior of animals
- \* Their use of antibiotics. Responsible antibiotic use should be low, only using antibiotics when needed rather than blanket use



**Battery cages severely restrict the movement and natural behaviors of egg laying hens, leaving them in cramped environments that affect their health. While “non-enriched” cages (those measuring less than 750cm<sup>2</sup>) have been banned in the EU since the beginning of 2012, cage rearing systems are still permitted. Over three billion hens worldwide are still kept in battery cages. Just under half of eggs in the EU come from “enriched” cage systems<sup>5</sup> and in the USA, 95% of all eggs are produced using conventional battery cages<sup>6</sup>.**

5. <https://www.poultryworld.net/Health/Articles/2021/4/Food-companies-ask-EU-Commission-to-phase-out-enriched-cages-728719E/>  
6. <https://www.ciwf.com/farmed-animals/chickens/egg-laying-hens/>



**WHAT YOU CAN DO TO  
SUPPORT BIODIVERSITY**

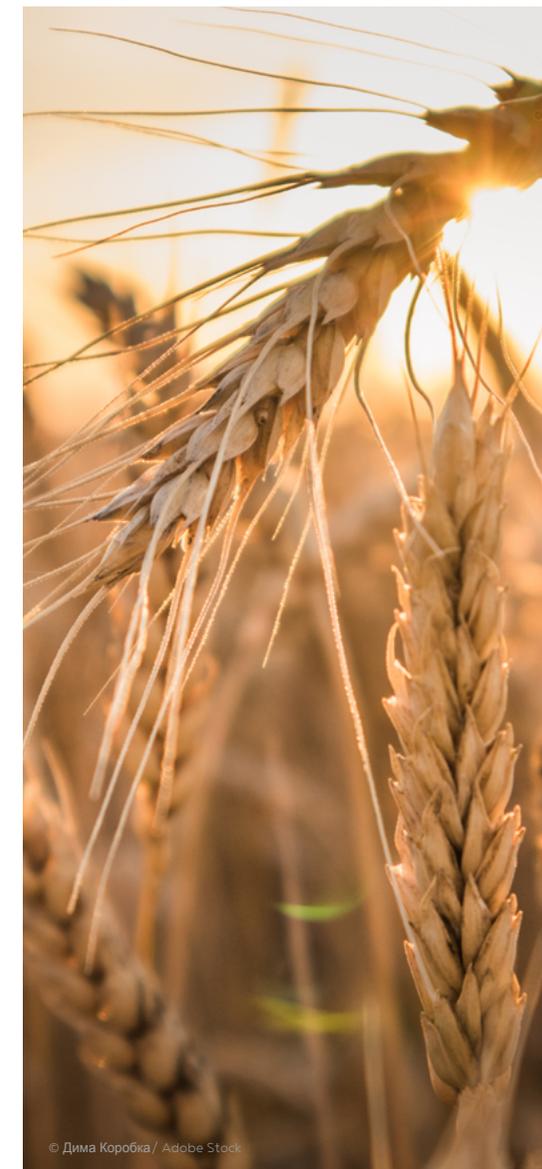


- Pesticides have been clearly implicated in declining insect populations, including vital pollinators such as bees. Source organic dry store goods such as flour and sugar which ensure positive growing practices with minimal chemical intervention
- Look for heritage varieties of grains such as spelt, rye and buckwheat which help to preserve biodiversity
- Don't forget, ingredients such as coconut, soy or nut milks, often in vegan pastry, also impact biodiversity. Ask your supplier where these products come from, whether there are any social and environmental policies in place around how they are grown and whether they support agroforestry or permaculture practices

*“Around 10 years ago we began searching for more local varieties of cereal to make our bread. We realized that farmers in our region only cultivated two main varieties of wheat, mainly due to price demands from large scale businesses. We began working with local farmers to source alternative varieties such as spelt and buckwheat and in the last year we've tripled our buckwheat bread production.”*



**Claudio ARGIBAY COUÑAGO**  
Baker & Owner  
Panadería Argibay  
Porriño, Spain



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It took Maxime Frederic two years to perfect his milk sourcing. But today, the Head Pastry Chef of the Cheval Blanc Paris is happy to be working directly with the Normandy dairy farm La Ferme de la Fosse à l'Eau that provides all four restaurants and the hotel with its milk.

The small organic dairy was struggling to stay in business due to low dairy prices and the physically and mentally exhausting job of farming.

When Maxime explained his vision to support the farm directly, paying a fixed price for their milk, it changed everything. Today, Maxime pays a price that has been agreed directly with the farmers Christophe and Corinne and is set at a level which works for them. This allows them to only have to milk their cows once a day rather than multiple times, as well as ensuring the cows can rest, meaning in turn that the animals have a better standard of living and are more valued.

*"For us it's a tangible act and we see the impact in our teams when they open a bucket of milk - there's a real respect and a real recognition of its value."*

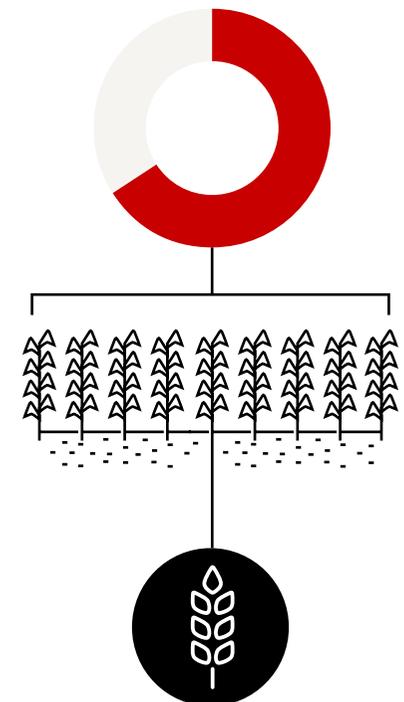
Not only has Maxime's partnership with the farm created jobs - the farm has gone from two full time employees to six - but it's meant that the farm can maintain its high animal welfare standards and receive a fair price for its product, while the chefs back at the Cheval Blanc Paris truly understand the value of the product they're using.



**Maxime FRÉDÉRIC**  
Head Pastry Chef  
Cheval Blanc Paris  
Paris, France

While there are over 6000 crop species that have been cultivated for food, just 9 of these account for

**66%** of total crop production<sup>7</sup>.



Of these 9 crops, wheat is the most widely grown crop in the world<sup>8</sup>.

7. <http://www.fao.org/state-of-biodiversity-for-food-agriculture/en/>  
8. <https://wheat.org/wheat-in-the-world/>



*"We love exploring underused ingredients within pastry"* says Head Chef of Amber Restaurant Richard Ekkebus. While nuts feature often in pastry and desserts, seeds tend to be less used. Richard has been working with sunflower and pumpkin seeds and re-purposing these into a form of praline, replacing hazelnuts in the process. Not only does this use often ignored or wasted ingredients but it also opens up a whole new spectrum of flavors for his desserts.



**Richard EKKEBUS**  
Head Chef  
Amber  
Hong Kong

#### HERITAGE INGREDIENTS AND TRADITIONAL METHODS IN BAKING

In the world of artisan baking there is a focus on traditional techniques and heritage ingredients as ways to showcase more sustainable baking. Looking for lesser-known ingredients that have often undergone less processing or refinement can benefit biodiversity. Look out for locally grown flours for example. Campaigns such as The Real Bread Campaign in the UK also promote bread that is made without any so-called 'processing aids' or other artificial additives.



© JenkoAtaman / Adobe Stock



# Sourcing Sustainability Checklist

Some of our top take-aways for operating a more sustainable bakery, chocolate shop, patisserie or restaurant.

TOPIC	ACTION
 <p><b>Celebrate local &amp; seasonal</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Know where all your ingredients come from, ideally down to farm level and source from at least one local farm or producer</li> <li><input type="checkbox"/> Change your pastries and desserts with the seasons and promote seasonal specials to increase their appeal</li> </ul>
 <p><b>Support global farmers</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask your suppliers for details on where your dry store goods (cocoa, sugar, vanilla, tea, coffee etc.) and any exotic fruit come from. Ask for the country of origin and ideally the farm where they have been grown</li> <li><input type="checkbox"/> Buy from suppliers who have policies in place around workers' rights and environmental standards</li> </ul>
 <p><b>Support biodiversity &amp; animal welfare</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use cage-free eggs as an absolute minimum</li> <li><input type="checkbox"/> Ask your suppliers about the welfare standards in place for all dairy items</li> <li><input type="checkbox"/> Source organic dry store goods such as flour and sugar which ensure positive growing practices with minimal chemical intervention</li> </ul>





Feed People Well



#### THE ISSUES

- \* Sweet gastronomy represents a treat for most. Though demonizing sweet treats is not the answer, we must bear in mind the potential health impacts
- \* Changing regulations around chemical additives and an increasing focus on sugar (for example the increasing use of sugar taxes) mean that chefs must be aware of the potential implications
- \* Dietary interests and needs are also changing. Demand is increasing for pastry and desserts that cater to allergens, requiring gluten or lactose-free offerings, and preferences such as organic, or pesticide-free

#### WHY IT MATTERS

- \* Globally, expanding waistlines have huge health and cost implications for societies, many of which are seeing cases of obesity and diabetes increase
- \* Health concerns play an increasingly central role in customer choice. Keeping up with demand and offering dishes that are not excessively 'un-healthy' is as such likely to appeal to customers. As chefs, you have the power to influence customer choices for the better through your menus. It's all about balance



Worldwide, obesity has nearly tripled since 1975. In 2016,

**39%**

of all adults globally were classed as overweight<sup>9</sup>.

© Anne-Claire Heraud

9. <https://www.who.int/en/news-room/fact-sheets/detail/obesity-and-overweight>



**WHAT YOU CAN DO TO HELP FEED PEOPLE WELL**



- ❑ Experiment to reduce the sugar, salt and fat content of dishes. Many recipes originate from a time in which health concerns relating to food were not as well understood and can be re-formulated without sacrificing quality or flavor
- ❑ Refined sugar has been identified as the primary cause of health concerns. Favor ingredients with lower refined sugar content, look for natural sources of sugar and sweetness, such as honey, agave, dates or maple syrup, and look into alternative sugars, such as coconut sugar
- ❑ Cater to different dietary needs by offering gluten-free, lactose-free or vegan options, and make sure your staff are informed about allergen requirements
- ❑ Offer and promote healthier options, i.e. those with higher fruit content, lower sugar, salt and fats
- ❑ Use whole grains, nuts and seeds, all of which are less refined and have a lower [Glycemic Index](#)
- ❑ Use fermentation techniques which convert sugars and starches into simpler substances, giving health benefits such as lower blood sugar levels
- ❑ Investigate the amount of hidden sugars present in any processed items
- ❑ Avoid two for one giveaways and promotions that encourage over-eating or bingeing



Cases of gluten intolerance and celiac disease are increasing globally<sup>10</sup>. The bakery industry is the largest and fastest growing area for gluten-free products.<sup>11</sup>

*“I try to be ‘sugar conscious’. Most recipes have been re-modernized based on classics. I like taking advantage of naturally occurring sweetness in fruits and vegetables. I believe these changes actually improve my chocolates, rather than masking flavors with sugars.”*



Jared JIANN LIH CHUAH  
Owner  
Sweets by Jared  
Oslo, Norway

10. <https://celiac.org/about-the-foundation/featured-news/2020/02/incidence-of-celiac-disease-steadily-increasing/>  
11. <https://www.grandviewresearch.com/industry-analysis/gluten-free-products-market>



**WHAT YOU CAN DO TO STAY ON TOP OF CHANGING INGREDIENTS AND REGULATIONS**



- Reduce or eliminate your use of artificial colorants. Use colorants from natural origins or look for natural alternatives such as fruits or vegetables. For example beets can be dehydrated and turned into a powder to add color to your creations
- Join a trade association for your sector and sign up to receive updates to stay informed of any changing regulations regarding ingredient use
- Ensure you know who your national regulating body is and sign up for updates, for example, in the USA: the Food & Drug Administration, in the EU: European Food Safety Authority.
- Create a policy on responsible ingredient use and share this with all your staff

At l'Auberge la Fenière all of Nadia Sammut's baking is gluten, lactose and egg-free. Nadia's own experience of living with Celiac's disease has inspired her to not only ban the phrase 'without-gluten' but to draw on different techniques that enable her dishes to achieve maximum levels of indulgence, texture and taste, informed by a philosophy of "free" cooking. *"The challenge is to create a delicious culinary experience that makes diners forget about the 'lack of' certain ingredients. Instead we talk about conscious cooking and gluten-free flours. For me chickpea is not wheat without gluten, it's chickpea."*



**Nadia SAMMUT**  
 Chef de cuisine at l'Auberge la Fenière and founder of KOM&SAL®  
 Cavallon, France



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**SUGAR**

Sugar production can drive a host of environmental problems, from biodiversity loss to water scarcity. That environmental damage, together with the health impacts of eating too much sugar, has triggered a rush to find alternatives that are better for our bodies and our planet as well as re-evaluating how we use sugar in dishes.

Refining sugar is an energy & water intensive process. Sugar cane and sugar beet have high land-use requirements, can deplete soil quality over time and are often susceptible to diseases, therefore pesticides are often needed<sup>12</sup>. Both sugar cane and sugar beet can be grown to organic standards, meaning a higher level of environmental growing practices are in place with fewer to no pesticides. Whether sugar is produced by cane or beet varies depending on where in the world it is produced. Sugar cane is grown mainly in tropical climates whereas beet comes from more temperate climates. Working conditions and pay are therefore often issues with sugar cane.

Adopt a twin track approach of sourcing locally grown and produced sugars and explore less refined sugars. The latter will involve less energy intensity in processing, most likely having a lower carbon footprint than refined sugar.

Changing your use of sugar may require you to re-develop recipes but try and use this as an opportunity to test new dishes, train and engage staff on recipe development and communicate your efforts to your customers.

***“Sweet treats still need to remain an indulgence, but a well-managed indulgence.”***



**Valetin MILLE**  
Head Pastry Chef  
Amber  
Hong Kong

Seattle’s Frankie & Jo’s Ice Cream offers a range of over 10 flavours of plant-based ice cream as well as three monthly specials that change with the seasons. Demonstrating how specials and new ingredients can be a chance for innovation and development, amongst these flavors Frankie & Jo’s also experiments with different types of sweeteners. Sometimes it’s the more traditional cane sugar, but alternatives such as maple syrup, coconut sugar and dates have all been used to sweeten the ice creams on the menu (which are also all 100% vegan). This variety of sweeteners proves that cane sugar isn’t always needed to create delicious ice cream and means the business can always cater to a range of customers who might prefer to avoid cane sugar. As Culinary Director Amy Brown emphasizes, *“We like to have something for everyone”*.



**Amy BROWN**  
Culinary Director  
Frankie & Jo’s  
Seattle, USA

<sup>12</sup>. [https://www.sustainweb.org/foodfacts/sweet\\_and\\_sour/](https://www.sustainweb.org/foodfacts/sweet_and_sour/)



### THE ISSUES

No business exists in isolation. Thriving communities can benefit bakeries, patisseries and restaurants. They can also sustain the vulnerable, regenerate regions and create economic prosperity. Consumers also increasingly expect businesses to do more than just make a profit. There's therefore a role for chefs and business owners to use their skills and ability to connect with people to help change lives for the better.

### WHY IT MATTERS

Connecting kitchens to the community can increase customer loyalty, staff loyalty and make the food taste even sweeter. It's a recipe for a sustainable and successful business. Being a positive influence on your local community often leads to social, economic and environmental benefits, for example enabling better recycling services by banding together with others who need collections. A cafe, restaurant or shop can be the beating heart of any community. Donating time, space, or money, can enhance a business's positive impact on their neighborhood.



*"For me, the values of craftsmanship, work, and rewarding people fairly for their work, are really important. This applies to all our products - from our porcelain and terracotta to our carpenter. We invest in our local economy."*



**Maxime FRÉDÉRIC**  
Head Pastry Chef  
Cheval Blanc Paris  
Paris, France

© olgapogorelova / Adobe Stock



#### WHAT YOU CAN DO TO SUPPORT YOUR COMMUNITY

- Join and attend local business or community groups to understand the needs of the community and how you can help
- Develop training and apprenticeships programs to support staff who may wish to move into new areas of the businesses, for example to move from front of house to back of house
- Source from other local businesses to create a thriving local economy and reduce transport/logistics costs
- Allow staff time off to volunteer, or consider donating staff time or space to charities or local community groups and match fund staff charity fundraising for community causes
- Measure and report your social impact e.g. Number of volunteering hours, money raised etc. Being public about your efforts may encourage others to join in or do more
- Be accessible to all those with disabilities; both customers and staff. This means being physically accessible to customers and adapting working conditions to meet all staff needs

Patrice Demers has been closely involved with the Canadian charity La Tablée des Chefs right from its inception. The chef supports the charity in a wide variety of ways, from fundraising through hosting cooking workshops, to employing apprentices from La Tablée to provide young people leaving formal education with work experience and a certification and to donating unsold products. A great example of the variety of support that any business can provide to local organizations or charities.



**Patrice DEMERS**  
Pastry Chef & Owner  
Patrice Pâtissier  
Montreal, Canada



© Jonah Pettrich / Unsplash



### THE ISSUES

Bakeries, patisseries and restaurant kitchens can be physically demanding places to work. Anti-social hours and high-pressure environments, alongside often low salaries can make a long-term career in the world of sweet gastronomy seem unappealing.

### WHY IT MATTERS

- \* Supporting a positive staff culture helps foster a fulfilling place of work for all and makes hospitality a more attractive career prospect, meaning talented individuals can thrive. Don't underestimate the benefits of staff loyalty and commitment
- \* Staff turnover represents an added cost to businesses. The most successful businesses have found that a progressive approach to pay, tips and broader working conditions helps improve recruitment and retention

Unsociable working hours, low pay and benefits and lack of career prospects are amongst the **top three** reasons for people leaving the hospitality sector<sup>13</sup>



© standret / Adobe Stock

13. <https://www.ukhospitality.org.uk/blogpost/1721400/325437/Retaining-Staff>



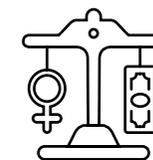
#### WHAT YOU CAN DO TO TREAT ALL STAFF FAIRLY



- ❑ Operate a recruitment and employment policy that embraces diversity and inclusion and does not discriminate on the basis of disability, gender, age, ethnicity or sexual orientation
- ❑ Aim to pay all staff at least a [living wage](#). Not only will this ensure that staff feel valued but it can even out the roles within a business that can often be split by salaried vs hourly pay, front vs back of house, chefs vs salespeople. This can be good for morale and significantly help reduce staff turnover, saving costs in the long run
- ❑ Foster a healthy work culture (mentally and physically) by promoting wellbeing through support and training. Staff benefits can also support this, e.g. discounted gym membership, access to counselling services
- ❑ Consider the design of the kitchen and automation where it might help with physically demanding work. Making systems and machinery usable by everyone can allow all staff to be involved across the business
- ❑ Encourage staff to gain experience and try out different roles across the business. This kind of employee development will help staff to grow and learn, as well as demonstrating that there are equal opportunities for all staff
- ❑ Encourage staff to share their interests and passions outside of work, these can form the basis for team activities or celebrations
- ❑ Keep staff communication open through informal staff meetings or newsletters, this allows for more engagement and buy-in from employees
- ❑ Offer a range of benefits, such as sick pay, holiday pay as well as time off for volunteering or personal days off

In the UK both the gender and ethnic pay gap in hospitality stand at

**9%**<sup>14</sup>



suggesting work still needs to be done. Increased reporting, more transparency and reviewing promotion processes are all important.

*“We invested in a new prover machine that can be left on overnight. This has eliminated the need for a night shift meaning the staff have better working hours and are therefore much happier!”*



Carolina MOLEA  
Founder  
L'Artisane Creative Bakery  
Coral Gables, USA

14. [https://www.codehospitality.co.uk/industry\\_insights/happiness-in-hospitality-2020-2021/#conclusion](https://www.codehospitality.co.uk/industry_insights/happiness-in-hospitality-2020-2021/#conclusion)



Over the past 3-4 years Nadège Nourian has worked extensively on issues of staff wellbeing at Nadège Patisserie, “making a real investment in our people.”

This includes maximum working hours of 8 hours a day, offering flexible rotas for staff and ensuring there is a diverse mix of genders and cultures within the workforce. A horizontal management structure means staff feel able to speak up, with Nadège encouraging her staff to see her as an equal rather than as a superior. These efforts have paid off as there has been no staff turnover for the last two years!



**Nadège NOURIAN**  
Chef Owner  
Nadège Patisserie  
Toronto, Canada

*“For us, it is very important to hire staff who share our values and it’s our responsibility when hiring a new person to set out what the company’s values are. These values don’t just stop at our environmental impact, but also concern our social commitment. For example, we cover public transport costs as we prefer our staff to avoid coming to work by car whenever possible.”*



**Franck MOULARD**  
Pastry Chef & Owner  
Liber Art  
Annecy, France



© StratfordProductions / Adobe Stock



# Society Sustainability Checklist

Some of our top take-aways for operating a more sustainable bakery, chocolate shop, patisserie or restaurant.

TOPIC	ACTION
 <b>Feed people well</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Experiment to reduce the sugar, salt and fat content of dishes</li> <li><input type="checkbox"/> Offer and promote healthier options, i.e. those with higher fruit content, lower sugar, salt and fats</li> </ul>
 <b>Support the community</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Join and attend local business or community groups to understand the needs of the community and how you can help</li> </ul>
 <b>Treat all staff fairly</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Foster a healthy work culture (mentally and physically) by promoting wellbeing through support, training and staff benefits</li> </ul>



© sonyakamoz / Adobe Stock

# Environment

## Value Natural Resources



### THE ISSUES

Virtually every decision made in the kitchen has implications for use of natural resources. Sweet gastronomy has high energy requirements from refrigeration and heating needs.

Based on annual consumption in the UK, cakes alone contribute

**2%** to the energy consumption 

and

**1%** to the GHG emissions  of the whole food sector<sup>15</sup>

### WHY IT MATTERS

Global temperatures are rising, endangering the planet and our food supply. Unnecessary use of energy and water is not only bad for the environment but costs your business money. The good news is that this is an area of sustainability where the interests of profit and planet directly align. You have the ability to cut costs and increase margins without the need to increase sales. A 20% cut in energy costs can represent the same bottom-line benefit as a 5% increase in sales<sup>16</sup>.



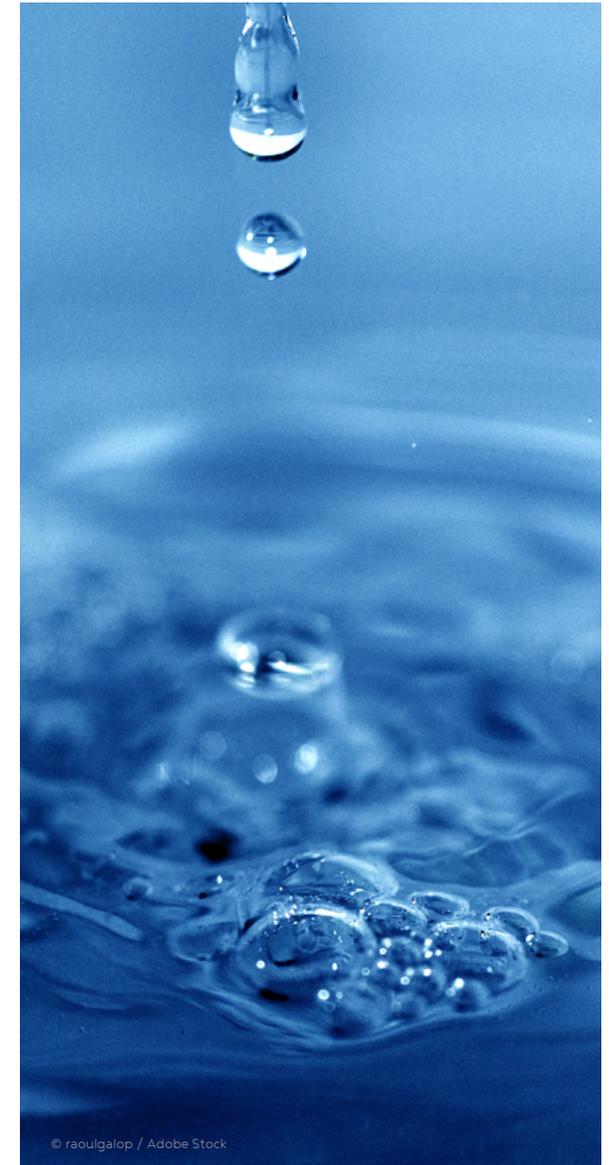
<sup>15</sup> <https://www.sciencedirect.com/science/article/pii/S2352550918303087>  
<sup>16</sup> <https://qz.com/1248272/a-20-cut-in-energy-costs-could-represent-a-5-increase-in-sales/>

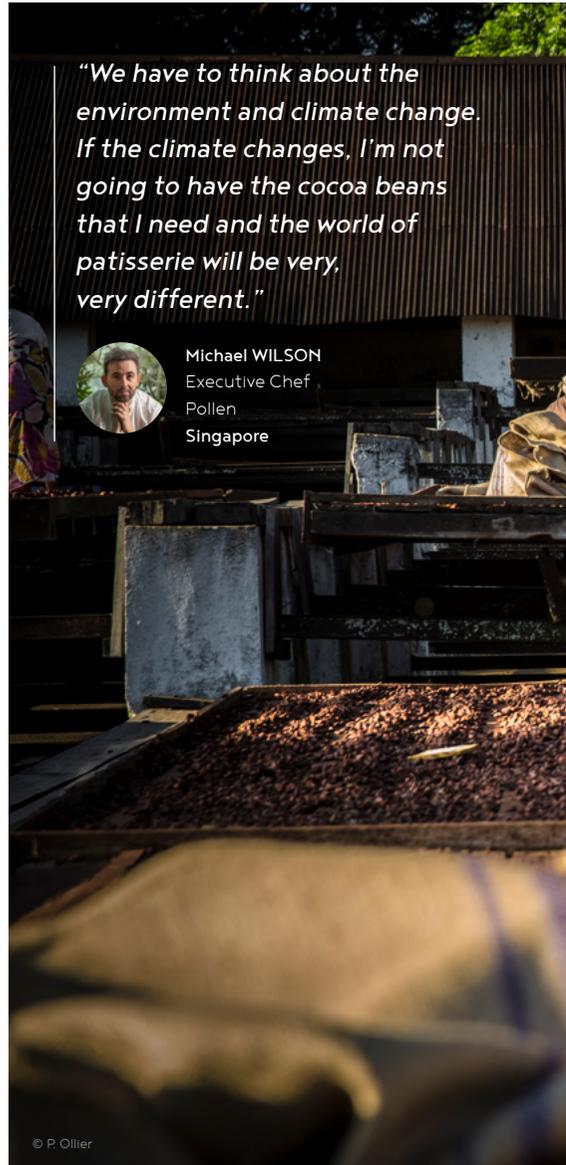


**WHAT YOU CAN DO TO VALUE NATURAL RESOURCES**



- Regularly monitor your energy and water consumption. Smart meters, for example, allow you to see your daily usage, helping you spot trends and to pinpoint where you can make savings. They can also give you accurate meter readings, ensuring that you only pay for the energy and water you are actually using
- Keep equipment well maintained through regular servicing to ensure it runs as efficiently as possible. Regularly cleaned and maintained refrigeration systems can significantly reduce energy use and save money
- When purchasing new equipment, opt for energy-efficient products where possible. Asking about “total cost of ownership” is a good way to understand the cost savings an energy efficient option can deliver over the long term
- Switch to electricity where possible instead of gas
- Speak to your energy supplier to find out about their green tariffs - tariffs that include energy produced from [renewable resources](#) such as solar or wind power
- Train staff regularly on efficient energy use procedures, e.g. when ovens and blast freezers should be turned on and off, and to what temperatures. Modern ovens and induction stoves heat up very quickly meaning they don't need to be left on 'just in case'.
- Train staff regularly on efficient water use procedures, e.g. washing produce in a sink rather than under running water, or only turning on dishwashers once full
- Install energy and water saving equipment such as aerated taps and LED lights. These can also save you significant costs over the course of a year





Michael WILSON  
Executive Chef  
Pollen  
Singapore

© P. Ollier

Demonstrating that it's not just about the machines you use but how you use them, Dafne Daniel-Soto at Mono shows that considering how desserts and pastries need to be baked during their development can lead to energy savings. Dafne likes to use recipes that can be baked together. This means that rather than needing a whole day of baking, by preparing her trays in the morning Dafne only needs to do two bakes. An example of this is the way she bakes her biscuits and tuiles at the same time. Biscuits go in the upper oven while tuiles go in the lower one, reducing the time the ovens need to be on and so saving energy and money.



Dafne DANIEL-SOTO  
Pastry Chef  
Mono  
Hong Kong

*"People often think operating more sustainably is more expensive when it's not. You need a good business model and to recognize investment versus costs. An efficient oven is an investment which makes financial sense long-term, not just a higher cost in the short run."*



Carolina MOLEA  
Founder  
L'Artisane Creative Bakery  
Coral Gables, USA



## Environment

### Waste No Food



#### THE ISSUES

Food waste occurs in all areas of the kitchen and costs the hospitality industry billions of dollars each year. Sweet gastronomy is often measured and precise in its recipes, but food waste still occurs. Fruit and dairy can go off, off-cuts of pastry can get thrown away, portion sizes can be too large, and shelves can be over-filled to meet customer expectations. All of this leads to avoidable food waste.

#### WHY IT MATTERS

Between 8-10% of global greenhouse gas emissions are associated with food that is not consumed<sup>17</sup>. This wasted food also represents a financial cost to businesses. Given there are food shortages in parts of the world, a responsible business has a duty to try and limit food waste.

Across the EU, at least

**3.5 million tons**

of bread is wasted by bakeries each year.<sup>18</sup>



*"We frequently speak about recycling and reusing, but much less about reducing. I believe that the best way to avoid food waste is to avoid producing it in the first place. I do this by thinking about how I design my desserts. I try to create recipes that use every single part of each ingredient. Another way I do this is by optimizing each process in the kitchen to reduce surplus to a minimum."*



Sandra ORNELAS  
Pastry Chef  
L'Ecole Valrhona  
Spain

© Ullab / Adobe Stock

<sup>17</sup> <https://www.unep.org/resources/report/unepl-food-waste-index-report-2021>  
<sup>18</sup> [https://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n\\_proj\\_id=3996](https://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=3996)



**WHAT YOU CAN DO TO PREVENT FOOD WASTE FROM OCCURRING**



- Create low-waste recipes. Thinking about minimizing waste during recipe development is the best way to ensure nothing goes to waste. For example, chocolate can be used for multiple purposes such as to coat nuts or for decorations
- Encourage staff to be innovative and re-think recipes so that any unused ingredients or off-cuts can be used in other dishes, e.g. using left-over bread in desserts, or mixing pressed shortbread pastry trimmings and excess with some chocolate couverture to provide an interesting texture to your creations
- Use preservation methods to prevent food waste, for example turning leftover or imperfect fruit into jams or sauces, dehydrating ingredients such as fruit peel into powders that can be used as garnishes in other dishes
- Regularly look at your sales figures alongside any left-over stock at the end of the day to ensure you're producing the right quantities. Consider whether customer pre-ordering is possible to manage levels of stock, requiring a smaller amount of product for 'walk-ins' therefore reducing likelihood of waste
- Use pre-ordering to experiment with new menu items, this can save on waste as you can guarantee orders
- Maintain regular chef training. Precise measurements and fewer mistakes mean less produce is wasted
- Ensure any garnishes or decoration are edible: stem, stalk, peel and flower
- Explain to your customers why shelves may not always be full, that there may be limited stocks to reduce food waste and encourage a 'get it while you can' mentality. Social media can be good for this type of communication
- Give customers advice on how to store, re-heat & preserve left-over items at home

If global food waste were a country, it would come third after China and the US in terms of total greenhouse gas emissions<sup>19</sup>



*“As pastry chef with a professional craftsmanship mindset, efficiency and less waste are common practices”.*



Shigeru NOJIMA  
Executive Chef  
Grand Hyatt Fukuoka  
Fukuoka, Japan

<sup>19</sup>. <https://ourworldindata.org/food-waste-emissions>



**WHAT YOU CAN DO TO MANAGE**

**FOOD WASTE YOU HAVE**

- Conduct regular stock takes to give an accurate picture of what is needed and when, rather than ordering unnecessarily
- Regularly monitor your food waste and consider food wasted at different stages. Spoilage from over ordering or over producing, mistakes in preparation and leftovers on plates which could suggest portion sizes could be reduced.
- Measure your food waste across these three categories of spoilage, preparation and plate waste and set reduction targets
- Train staff to separate food waste from the rest of your waste
- Work closely with suppliers to ensure all deliveries come in specific quantities
- If you have left-overs at the end of the day, consider selling these at reduced prices in your establishment. You can also do so through services such as Too Good To Go, or similar services or apps in your country
- Other options for left-overs include offering them to staff to take home or donating them to a charity or food bank
- Talk to your waste provider about options for food waste collection. Disposing of any unavoidable food waste through composting or anaerobic digestion are the most environmentally friendly options

*“We have an aggressive no waste policy at the bakery. We primarily bake to order, which is easier with our trade clients such as restaurants but for in-bakery items, every extra loaf of bread and pastry gets sent to a local community charity for young people. We have a commitment that the business will support local causes so we can actually link our food waste with our community work.”*



**Jeffrey FINKELSTEIN**  
 Chef Owner  
 Hof Kelsten  
 Montreal, Canada

Ingredients are valuable. Remembering this can spur innovative ideas to use every single ounce, gram or milliliter. Recognizing how much vanilla beans cost, chef Crystal Chiu at the restaurant Canlis in Seattle wanted to make the most out of this precious ingredient. Not only do Canlis use the beans, but they also save the skins to infuse into sugar or blend them into powders that can be used for other dishes, ensuring that absolutely nothing goes to waste.



**Crystal CHIU**  
 Head Pastry Chef  
 Canlis  
 Seattle, USA



When it comes to food waste, Jérôme Raffaelli pastry chef and co-owner of vegan patisserie Oh Faon ! in Marseille takes quite a radical approach. He aims to make the minimum viable amount of product to sell. This means that if customers stop by the patisserie at 5pm, there probably won't be much left on display. Challenging the common expectation that shelves should be kept fully stocked throughout the day, Oh Faon ! goes in the opposite direction. Jérôme sees it as an opportunity to educate and raise awareness of food waste amongst their customers, highlighting that they have limited production every day, which can also help create increased demand. Not only does this mean food waste is reduced but it impacts on the patisserie's energy use and the hours that staff are required to work. For the rare days when the patisserie does have leftovers, these either get given to staff or local shops or sold to local restaurants, in a great example of working together with other local businesses to tackle the issues of food waste.



**Jérôme RAFFAELLI**  
Pastry Chef & Co-Owner  
Oh Faon !  
Marseille, France

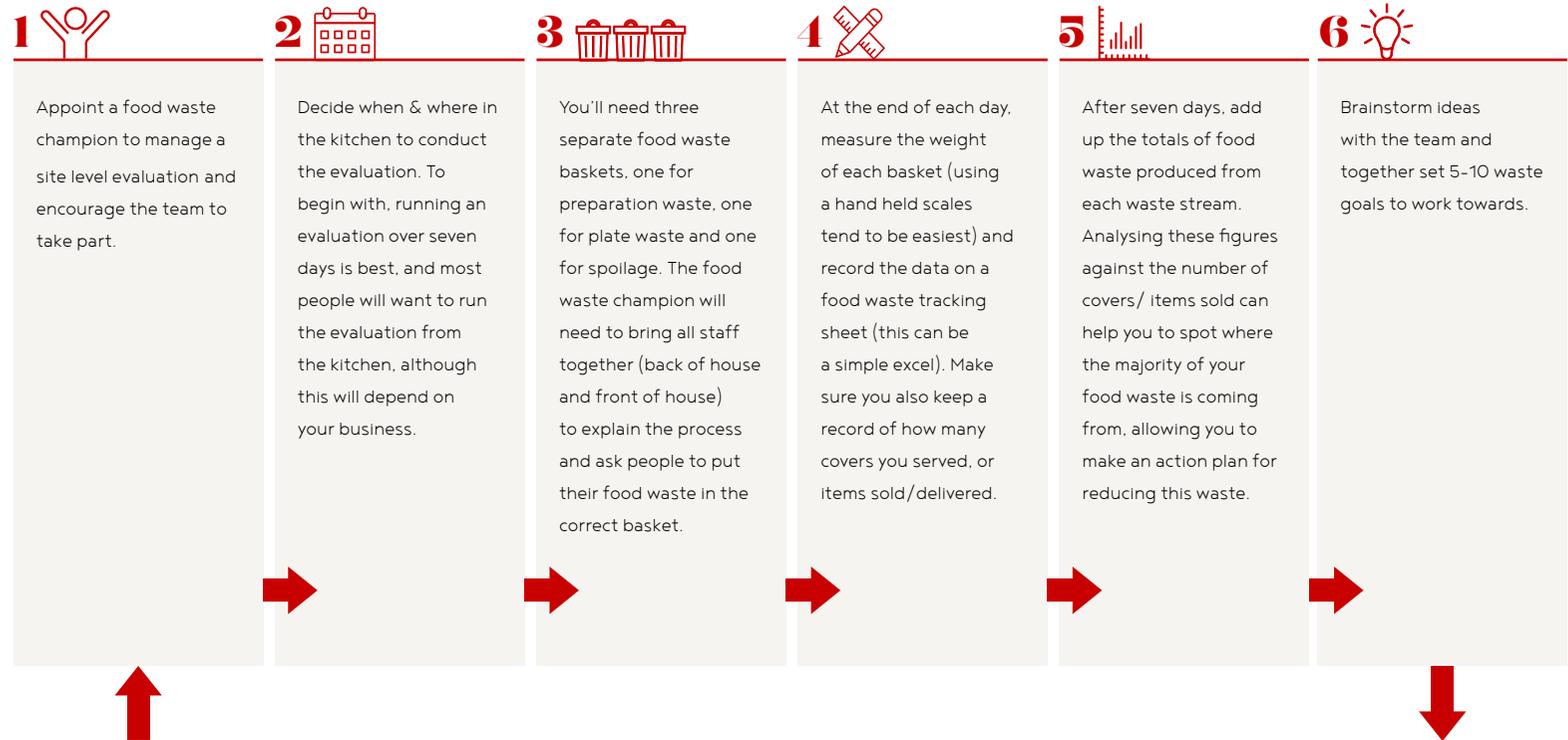


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**FINDING OUT ABOUT YOUR FOOD WASTE**

If you're not sure where to begin with food waste, or even if your business has any, try giving a **DIY food waste evaluation** a go. An evaluation allows you to measure your waste, providing a snapshot of your current amount of food waste and helping you to understand how to tackle the issue.



After your new processes have been in place for a while (we recommend 1 month minimum), repeat the DIY evaluation process to see how you're doing. Measuring progress regularly will help you to understand how effective your food waste reduction practices have been and identify any areas for future reduction.

 *Environment*  
Reduce, Reuse, Recycle



**THE ISSUES**

Along with the rest of society, sweet gastronomy has increasingly adopted a relaxed attitude towards disposables, from plastic piping bags to plastic wrap, customer packaging to aprons. A lot of this is plastic but there are also large quantities of paper, card and foil, much of which is used once and then dispatched to landfill.

**WHY IT MATTERS**

Reducing the amount of single-use materials is essential and should be your first priority when it comes to waste. Not only is the lifespan of these products short, they are often made from non-renewable sources. We need to move away from a make, take, dispose linear economy towards a circular economy model, where reducing, reusing and recycling are the aims, and in that order. Not only will this reduce waste that is sent to landfill but it can also save you money.



*"Some will have concerns about loss and breakages, but even for large events I have found the costs of using reusable items, such as glass verrines or metal tableware, to be less than that of using disposables. Also, for take-out offers, reusable items such as glass jars can give a premium feel for very little extra cost over a plastic equivalent. This proves we can save costs as well as saving the planet!"*



Luke FROST  
Pastry Chef  
L'Ecole Valrhona  
Northern Europe

© Aaron Burson / Unsplash



**WHAT YOU CAN DO TO REDUCE** 

- Identify any areas where single-use materials can be replaced with re-usable alternatives, for example, piping bags that can go in the dishwasher, using reusable containers instead of plastic wrap
- Buy from suppliers who minimize disposable delivery packaging and ask your suppliers if they offer re-usable packaging
- Ask customers if they need a bag before giving one and consider offering customers a discount for bringing their own containers, bags, cups etc.
- Consider whether you actually need to use smaller items such as tape or labels on packaging. If you can't eliminate these, look for items made from recycled materials or sourced from certified sustainable sources such as FSC

**WHAT YOU CAN DO TO REUSE** 

- Ensure all reuse opportunities have been implemented before disposing of anything e.g. choose molds that can be used for many different products and then use decorations to style the items, rather than requiring a new mold for each new product
- Only use plastic items that are 100% reusable or that are made from recycled materials
- Trial different materials to substitute plastic items which cannot be eliminated e.g. cloth piping bags that can be washed and re-used, or paper wrapping and packaging instead of plastic
- Stay curious and up to date with new plastic and packaging solutions as they come to the market. New solutions are constantly being developed

**WHAT YOU CAN DO TO RECYCLE** 

- Discuss with your waste contractor to understand exactly what materials they can recycle and how they can support your efforts
- Train staff on waste separation as required for the recycling requirements in your area
- If providing customers with in-store disposable packaging, make sure there are clear signs to explain which waste baskets things should go in to avoid any help avoid contamination of recycling
- If offering takeaway packaging, communicate with your customers about how to responsibly dispose of the packaging. This will prevent materials which should be recycled or composted going to landfill, or new materials contaminating other waste streams

 *Environment*  
Reduce, Reuse, Recycle



**SINGLE USE PLASTIC**

From piping bags to packaging there is no denying how useful single use products are to sweet gastronomy. With many of these products deriving from virgin plastic, it is key that we focus on preventing their use. While there are solutions and alternatives available, it is a complex area which can feel daunting to tackle, especially given the need to maintain hygiene standards.

1. Start by removing unnecessary plastics and packaging. Ask yourself if you really need that item.
2. Try to replace all single-use plastic items with re-usable alternatives.
3. For items that can't be replaced or removed, look for more sustainable materials that can be easily recycled. Alternative materials to look out for:
  - Bagasse (a by-product of the sugar cane industry)
  - Bamboo
  - Plant pulp
  - RPET (plastic that has recycled content)
  - Bioplastics - plastics made from plant based resources such as maize starch.
4. Stay well informed about the different types of plastic that exist. Common terms to understand include recyclable, biodegradable and compostable (see [Glossary for definitions](#) of each)

5. Not all plastic alternatives are created equal, and facilities for disposal can differ hugely. Speak to your waste contractor to check what is possible in your area, and ensure the team know exactly how to dispose of these products effectively.

*“We have set up a returnable deposit scheme for our reusable glass takeaway containers. Over the past year we have seen changes in customer behavior because of this. While some customers found this difficult and were at first a bit reticent about these new ways of doing things, we believe you have to push people sometimes to change and help them adopt new habits. Today, our customers support our approach and many even bring their own containers to the shop. Alongside this we also offer containers made from bamboo pulp, as well as reusable steel cutlery.”*



**Franck MOULARD**  
Pastry Chef & Owner  
Liber Art  
Annecy, France

In 2018 Ashford Castle committed to removing all single use plastic from the hotel. For Paula, plastic wrap and piping bags were in constant daily use. To meet this commitment Paula went back to using cloth piping bags and also found reusable ones that can go in the dishwasher every night. Thanks to this, Ashford Castle has saved 21,000 piping bags in a year!



**Paula STAKELUM**  
Resort Executive Pastry Chef  
Ashford Castle  
Cong, Ireland

# Environment Sustainability Checklist

Some of our top take-aways for operating a more sustainable bakery, chocolate shop, patisserie or restaurant.

TOPIC	ACTION
 <b>Value natural resources</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Regularly monitor your energy and water consumption</li><li><input type="checkbox"/> Train staff regularly on efficient energy and water use procedures</li></ul>
 <b>Waste no food</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Develop recipes with food waste in mind and use preservation methods to prevent food waste from occurring</li></ul>
 <b>Reduce, Reuse, Recycle</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Identify any areas where single-use materials can be removed and / or replaced with re-usable alternatives</li></ul>



© hrui / Adobe Stock

# Sustainability checklist

Some of our top take-aways for operating a more sustainable bakery, chocolate shop, patisserie or restaurant.

TOPIC	ACTION
<b>SOURCING</b>	
 <b>Celebrate local &amp; seasonal</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Know where all your ingredients come from, ideally down to farm level and source from at least one local farm or producer</li> <li><input type="checkbox"/> Change your pastries and desserts with the seasons and promote seasonal specials to increase their appeal</li> </ul>
 <b>Support global farmers</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask your suppliers for details on where your dry store goods (cocoa, sugar, vanilla, tea, coffee etc.) and any exotic fruit come from. Ask for the country of origin and ideally the farm where they have been grown</li> <li><input type="checkbox"/> Buy from suppliers who have policies in place around workers' rights and environmental standards</li> </ul>
 <b>Support biodiversity &amp; animal welfare</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use cage-free eggs as an absolute minimum</li> <li><input type="checkbox"/> Ask your suppliers about the welfare standards in place for all dairy items</li> <li><input type="checkbox"/> Source organic dry store goods such as flour and sugar which ensure positive growing practices with minimal chemical intervention</li> </ul>
<b>SOCIETY</b>	
 <b>Feed people well</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Experiment to reduce the sugar, salt and fat content of dishes</li> <li><input type="checkbox"/> Offer and promote healthier options, i.e. those with higher fruit content, lower sugar, salt and fats</li> </ul>
 <b>Support the community</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Join and attend local business or community groups to understand the needs of the community and how you can help</li> </ul>
 <b>Treat all staff fairly</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Foster a healthy work culture (mentally and physically) by promoting wellbeing through support, training and staff benefits</li> </ul>
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 <b>Reduce, Reuse, Recycle</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Identify any areas where single-use materials can be removed and / or replaced with re-usable alternatives</li> </ul>

# Assess Your Impact

## So, what now?

You understand the issues, you've read the tips. **Now find out how your own business measures up by taking our free online assessment.**

This online tool will help you to understand how you're currently performing against the sweet gastronomy sustainability framework presented in this guide. Designed to capture all the things you're currently doing, you can use this assessment to recognize great practice, as well as highlight any areas for action that you might want to work on.

After completing the free assessment, you will be sent a personalized report to help you focus your future efforts. Once you have your action plan, join pastry and dessert chefs from around the world in

committing to making sweet gastronomy sustainable. Tag Valrhona and Food Made Good in your social media posts to share your progress with us!

# Glossary



## **Biodiversity**

The term biodiversity relates to all living plants, animals and organisms and the ecosystems they live in. Biodiversity provides us with clean air, fresh water, good quality soil and crop pollination. It helps us fight climate change and adapt to it as well reduce the impact of natural hazards. Biodiversity is essential for food production and also impacts the food we are able to produce.



## **Close confinement systems**

Close confinement systems refer to cages, crates or stalls that intensively farmed animals such as hens, pigs and cows can sometimes be kept in. They remove the ability for animals to move around as they would naturally, instead confining animals to a very small area. An example of this type of confinement is battery cages for egg laying hens.



## **Direct Trade**

Direct trade arrangements are sometimes used by coffee roasters, chocolate makers and tea producers who build direct relationships with the farmers and processors who sell them coffee, tea or cocoa beans. Often this will be to ensure transparent and traceable trade relationships which are mutually-beneficial, by paying higher prices than Fairtrade mandates, avoiding certification fees, and working directly with smaller-scale farmers, avoiding too many middlemen.

Direct trade agreements aren't limited to dry store goods, imported fruit could also be sourced under an agreement of this sort.



## **Fairtrade**

The Fairtrade Foundation supports farmers globally, ensuring that they get the money that they deserve to improve their lives and communities. Purchasing Fairtrade produce guarantees that farmers receive a minimum price for their product, together with a premium to benefit their families and communities. This secures a better deal for farmers in developing countries and ensures a more sustainable supply chain.



## **Free Range**

Free-range animals have access to natural light and open space. This allows them to exhibit natural behaviors and has the additional benefit of lower stocking densities than indoor raised. Some countries have standardized Free-Range criteria for poultry and eggs. However, most countries do not have an agreed upon standard for dairy so you may need further information from your supplier in order to best assess the welfare of the dairy purchased.

# Glossary



## The Forest Stewardship Council (FSC)

The Forest Stewardship Council (FSC) promotes an economically viable but environmentally beneficial approach to forest management. FSC certified paper indicates that it was sourced from well managed forests. Ensuring that all paper used across your business is FSC certified, or made from recycled materials, minimizes the use of virgin resources in the manufacturing process.



## Glycemic Index

The Glycemic Index (GI) is a measurement of how a food impacts blood glucose levels. Measured from 0-100, foods can be ranked based on how they compare. An ingredient with a high GI raises blood glucose levels more than an ingredient with a low or medium GI.



## Living Wage

The Living Wage is a wage based on actual living costs meaning that the wage meets every day needs such as weekly groceries. It is higher than most national minimum wages which often aren't reflective of real-life, day-to-day costs of living and therefore can leave people struggling financially. Paying the Living Wage is a voluntary decision by businesses and shows a commitment to staff wellbeing and fair payment for work. The Living Wage exists in many countries, to see if there is one in your country take a look here: <https://wageindicator.org/salary/wages-in-context>



## Roundtable on Responsible Soy (RTRS)

The Roundtable on Responsible Soy Association promotes the growth of responsible soy production, trade and use.

Working with stakeholders throughout the soy production chain it has developed a global certification standard for responsible soy sourcing. This certification tool ensures transparency (through independent verification) and ensures that certified soy is produced with environmentally, socially and economically viable processes in place, for example, deforestation-free soy.



## Roundtable on Sustainable Palm Oil (RSPO)

The Roundtable on Sustainable Palm Oil's mission is to develop and implement global standards for sustainable palm oil. It has developed a set of environmental and social criteria which companies must meet in order to produce Certified Sustainable Palm Oil.



## Organic

Organic farming is a method of crop and livestock production that restricts the use of pesticides, fertilizers, genetically modified organisms, antibiotics and growth hormones, in addition to other requirements. Most countries or regions have their own official body certifying organic products such as the EU's green leaf label.



## Renewable Energy

Electricity that has been generated by sources which are not finite, such as wind, solar or hydroelectric sources. We recommend doing some thorough research or working through a broker to ensure you avoid any green-washed tariffs, where a small amount of renewable energy has been mixed with a predominantly fossil fuel mix in order to market it as a 'green' tariff.

# Glossary



## Welfare Standards

A range of different certification standards exist to indicate the level of animal welfare afforded to meat and dairy products. The requirements and rigor of these standards vary from certification to certification, but they should exceed national minimum standards in order to provide you with some level of confidence that animal welfare is being considered. For more information, visit the [Compassion in World Farming](#) website.



## Plastics:

**Recyclable:** In order to be recyclable, a material must be collected, stored, reprocessed and manufactured back into a product or packaging. It's important to note that each time plastic is recycled it degrades in quality, meaning that plastic has a limited lifespan even when recycled and can still end up in landfill or an incinerator once it can no longer be recycled. Recycling is also very energy intensive, so materials which are recyclable have a large environmental impact throughout the manufacturing and recycling process. It can also be difficult to guarantee correct disposal of recyclable materials, for example if given to customers as take-away packaging. Therefore, even recyclable materials should be reduced where possible.

**Biodegradable:** Biodegradable materials will break down into raw materials given enough time. However, there is no certification provided for biodegradable materials. It is therefore important to investigate the rate at which materials will break down and if they will pollute the earth.

**Compostable:** Compostable materials can have a much shorter, defined timeframe for breaking down than biodegradable materials or plastic. These materials can breakdown into nutrient rich compost, providing the right conditions are in place. Compostable materials can be certified and labelled so look at the standards in your country to check. Certain compostable materials can only decompose within an industrial composting facility rather than an at home composting bin so make sure you're clear on the type of composting needed to dispose of these materials properly if you use compostable items. Both processes effectively recover organic material, however industrial composting requires more energy.



Change starts with action.

Let's create a sweet  
gastronomy sector  
that does good and  
tastes great



VALRHONA  
26600 Tain l'Hermitage - France  
Tel.: +33(4) 75 09 26 38  
scvalrhona@valrhona.fr  
[www.valrhona.com](http://www.valrhona.com)



info@foodmadegood.global  
[www.foodmadegood.global](http://www.foodmadegood.global)