

Press Release

A guide to sustainable gastronomy

Practical advice and a
self-assessment tool to
support professionals
in producing more
sustainable sweet cuisine



VALRHONA

Let's imagine the best of chocolate®



A guide to sustainable gastronomy

PRACTICAL ADVICE AND A SELF-ASSESSMENT TOOL TO SUPPORT PROFESSIONALS IN PRODUCING MORE SUSTAINABLE SWEET CUISINE

Committed to **creative and responsible gastronomy**, Valrhona has developed **innovative tools for food professionals** to guide them towards more sustainable practices. These include a **guide** and a **self-assessment tool**, both available free of charge, which aim to support professionals in their transition to a **more responsible approach** by providing them with a consistent framework for best practices.

“FOR GASTRONOMY THAT TASTES GREAT, LOOKS GREAT, AND DOES GREAT THINGS FOR THE WORLD.”

There is a clear threat to the climate, biodiversity and public health, and food has a major role to play. The sweet cuisine industry is no exception and is also facing **specific sustainability challenges**. In order to address the issues raised by industry professionals, **Valrhona**, whose corporate mission is “**using good food to make the world a better place**”, **has developed two new tools** - developed by professionals, for professionals. They offer a coherent framework for best practices, numerous tips and avenues for reflection as well as testimonials from chefs to promote **more sustainable habits**.

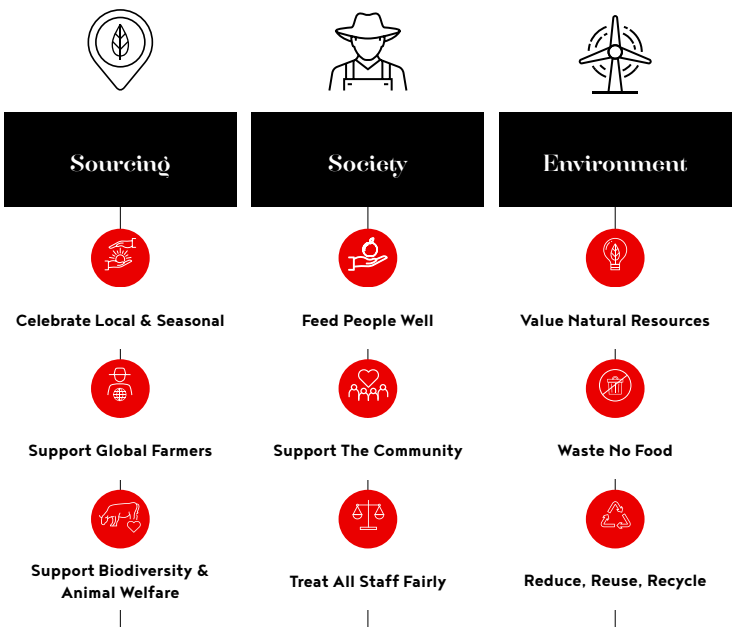
Two innovative tools for a more sustainable sweet cuisine industry

In collaboration with **Food Made Good**, the Sustainable Restaurant Association's most recognized sustainability program, Valrhona has developed **practical tools for professionals** which include a guide and a self-assessment tool. **The company's goal** is to help professionals, regardless of whether they are customers, to understand the challenges of their business lines and why they are important and then take a critical look at their actions.

THE GUIDE

entitled “For gastronomy that tastes great, looks great, and does great things for the world”, describes the main issues facing the sector, illustrated by key figures, and provides chefs and professionals from various backgrounds with the essential information they need to understand these issues and how they can bring about positive change at their level. It constitutes a framework for sustainable practices based on **three key pillars : sourcing, society and the environment**.

The guide defines the best practices to adopt in the sweet cuisine industry, explains what to watch out for and sets milestones for moving towards a more conscious approach.



For each of these three pillars, the challenges faced and their importance are clearly defined and illustrated with concrete examples.

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.²

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

For each subject addressed (sourcing, society and the environment), **case studies and testimonials from professionals around the world are provided to round out the framework.**



Franck MOULARD
Pastry Chef & Owner Libert Art
Annecy, France

“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.”



Lastly, several **checklists for sustainable practices** are available at the end of the section for each subject and at the end of the guide. They are easy to use and cover the most important things to remember when establishing new habits within the company.

Check-list
de pratiques durables

Voici les principaux points à retenir pour instaurer des pratiques plus durables au sein de votre boulangerie, chocolaterie, pâtisserie ou restaurant.

TOPIC	ACTION
SOURCING	
 Celebrate Local & Seasonal	<div><input type="checkbox"/> Know where all your ingredients come from, ideally down to farm level and include source from at least one local farm or producer</div> <div><input type="checkbox"/> Variez vos pâtisseries et vos desserts au fil des saisons et portez attention aux spécialités saisonnières pour renforcer leur attrait</div>
 Support Global Farmers	<div><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</div> <div><input type="checkbox"/> Buy from suppliers who have policies in place around workers’ rights and environmental standards</div>
 Support Biodiversity & Animal Welfare	<div><input type="checkbox"/> Use cage-free eggs as an absolute minimum,</div> <div><input type="checkbox"/> Ask your suppliers about the welfare standards in place for all dairy items.</div> <div><input type="checkbox"/> Source organic dry store goods such as flour and sugar which ensure positive growing practices with minimal chemical intervention</div>
SOCIETY	
 Feed People Well	<div><input type="checkbox"/> Experiment to reduce the sugar, salt and fat content of dishes.</div> <div><input type="checkbox"/> Offer and promote healthier options, i.e. those with higher fruit content, lower sugar, salt and fats</div>
 Support The Community	<div><input type="checkbox"/> Join and attend local business or community groups to understand the needs of the community and how you can help</div>
 Treat All Staff Fairly	<div><input type="checkbox"/> Foster a healthy work culture (mentally and physically) by promoting wellbeing through support and training.</div>
ENVIRONMENT	
 Value Natural Resources	<div><input type="checkbox"/> Regularly monitor your energy and water consumption.</div> <div><input type="checkbox"/> 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.</div>
 Waste No Food	<div><input type="checkbox"/> Develop recipes with food waste in mind and use preservation methods to prevent food waste from occurring</div>
 Reduce, Reuse, Recycle	<div><input type="checkbox"/> Identify any areas where singleuse materials can be replaced with re-usable alternatives.</div>

THERE IS A SELF-ASSESSMENT TOOL TO SUPPLEMENT THE GUIDE

It is available to use for free on Valrhona's website valrhona.com. The tool helps industry professionals understand their performance and provides them with personalized recommendations to quickly improve their sustainability impact.

After answering a series of questions related to the three pillars of sourcing, society and the environment, the respondent receives a summary document in which they have access to their overall sustainability performance score (as a percentage) and the details for each subject. The report also provides ideas and concrete actions to implement in order to improve their performance.

Hello Alice,

Thanks for completing the Valrhona self-assessment for sustainability in sweet **gastronomy**.

Your score : 45 %

Sourcing: 64% - Society: 30% - Environment: 40% - General: 57%



The fruit of collaborative work – by chefs, for chefs

Chefs, as well as brands, have a responsibility to consumers in their daily lives and in their relationship with food. By choosing to develop these tools for professionals, Valrhona is once again demonstrating its determination to drive a collective movement that brings together all players in gastronomy **to work together for the sake of the planet, food and the future of humanity**.

To carry out this project, Valrhona and Food Made Good have approached 30 chefs from 12 different countries representing a wide range of expertise: pastry chefs, chocolatiers, bakers, ice-cream makers, cooks, etc. These exchanges and this collaboration have made it possible to draw from a variety of real-life experiences to bring these tools to life through practical advice. *“This guide must be seen as an actual guide in the literal sense of the term, designed to guide people towards more thoughtful, sensible and responsible pastry-making,” explains Nadia Sammut, the first gluten-free Michelin-starred chef and project partner. “Our job is to continuously raise awareness, and this must be done by taking action.”*

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ABOUT VALRHONA

TOGETHER, LET'S USE GOOD FOOD TO MAKE THE WORLD A BETTER PLACE

A partner of taste artisans since 1922, and a pioneer and specialist in the world of chocolate, Valrhona defines itself today as a company whose mission statement "Together, let's use good food to make the world a better place" conveys the strength of its commitment. Together with its employees, chefs and cocoa producers, Valrhona creates the best in chocolate to shift the status quo towards a fairer, more sustainable cocoa industry and gastronomy that tastes great, looks great and does great things for the world. Valrhona is proud to have obtained the very demanding B Corporation® certification in January 2020. It rewards the world's most committed companies that put equal emphasis on economic, societal, and environmental performance.

www.valrhona.com

ABOUT FOOD MADE GOOD

The Food Made Good program is the world's largest food service sustainability program and has been helping food service 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

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