



FEED THE PLANET

By **WORLD CHEFS** together with
Electrolux and AIESEC



The Profitability of Waste:

the business case for food waste reduction

**HOLLY ELMORE
ELEMENTAL IMPACT
FOUNDER & CEO**

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Elemental Impact



Work with industry leaders to create best operating practices where the entire value-chain benefits, including corporate bottom lines and the environment. Through education and collaboration, establish the best practices as standard practices.

Founded in 2010 as home to the Zero Waste Zones

Zero Waste Zones



- Launched in 2009 as the nation's forerunner in the commercial collection of food waste for compost.
- CNN prime time story; front-page NY Times article.
- Atlanta, GA, USA-based program.
- Sold program to National Restaurant Association in 2012.



Hyatt Regency Atlanta:

this is EASY, why wouldn't everyone do it?!

Keys to Success:

- Collaboration – zero waste is a team sport!
- Top management buy-in.
- Culture – it is “what we do!”
- Keep it simple.
- Keen awareness.
- Track metrics, especially cost-savings.
- Reward | recognize successes.



Take baby steps

Lots and lots of baby steps!!!

Food Waste is Costly

*According to the Food and Agriculture Organization of the United Nations (FAO), about one third of global food production (**around 30 to 40%**), is lost or wasted annually.*

*Beyond the environmental and humanitarian concerns, **food waste is costly to the bottom line.***

Food Waste Reduction



Food Waste Categories:

Back-of-the-House

- Food waste generated in kitchen.

Front-of-the-House

- Customer is a major influence on food waste generated.

Excess or Wasted Food Destination

- Landfill, composting or animal feed are common destinations.



Image courtesy of WebstaurantStore

Keep it Simple

Begin with BOH food waste reduction.

BOH Food Waste Reduction

BOH Food Waste Sources:

- Spoiled or Excess Food
- Prep Waste



image courtesy of sukkaphap-d.com

A well-run kitchen
Generates minimal food waste

BOH Food Waste Reduction



BOH Operating Sectors:

- Purchasing
- Food Prep
- Storage | Equipment
- Menu Planning



Image courtesy of minecraft

Remember:

Food waste reduction is a team sport.

BOH Food Waste Reduction

Purchasing potential food waste:

- Inferior food quality.
- Excess quantity purchased.
- Too frequently purchased.
- Quantity | type of food purchased.
does not align with production specs.



Image courtesy of Restaurant Owner

Close relationships with purveyors help prevent food waste.

BOH Food Waste Reduction

Food prep potential food waste:

- Production exceeds orders.
- Unsatisfactory execution.
- Usable food left on prepped produce or protein.
- Food not prepared in accordance with recipe specs.
- Excess food prepped.



Image courtesy of LionsDeal

Strong training & mentorship programs prevent food waste.

BOH Food Waste Reduction

Storage | equipment potential food waste:

- Food not properly wrapped, labeled and stored.
- Food “lost” in an untidy walk-in, reach-in or freezer.
- Equipment breakdown and /or not maintaining appropriate temperatures.



Strong training & equipment maintenance programs prevent food waste.

BOH Food Waste Reduction

Menu planning potential food waste:

- Prepared food not sold.
- Leftover food items from standard recipe prep.
- Aromatics, bones and other prep by-products items.



Image courtesy of The Prairie Homestead

***Conscious menu planning helps
prevent food waste.***

BOH Food Waste Reduction

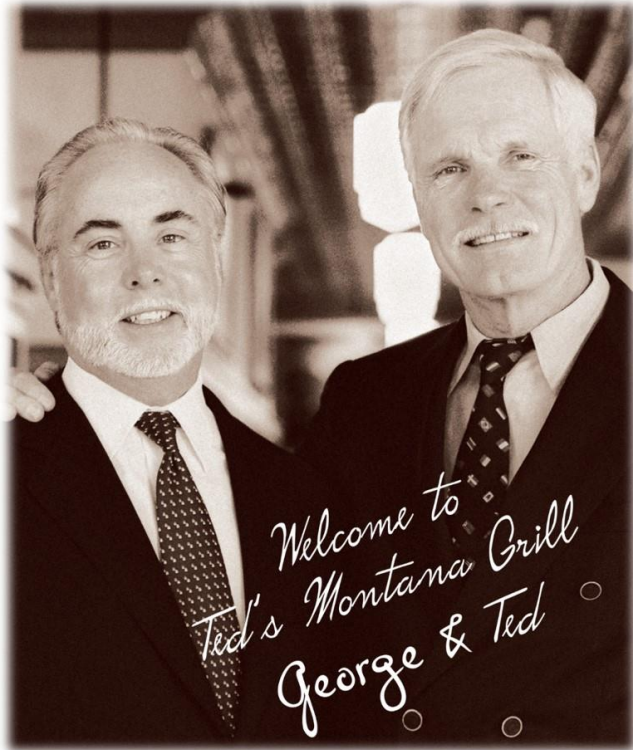
Getting started:

- Create baseline of quantity of food waste generated.
- Determine why | how food waste was generated – is the waste preventable?
- Identify “easy-win” first steps.
- Develop a staged-in game plan filled with lots & lots of baby steps.
- Set-up a metrics tracking system to quantify waste reduction.

Remember to “keep it simple.”



Authentic American Dining



Ted Turner & George McKerrow
Ted's Montana Grill Co-Founders

Case Studies



Philosophy: *Stopping Food Waste Starts with Prevention.*

Launched the Green Restaurant Revolution in 2008.

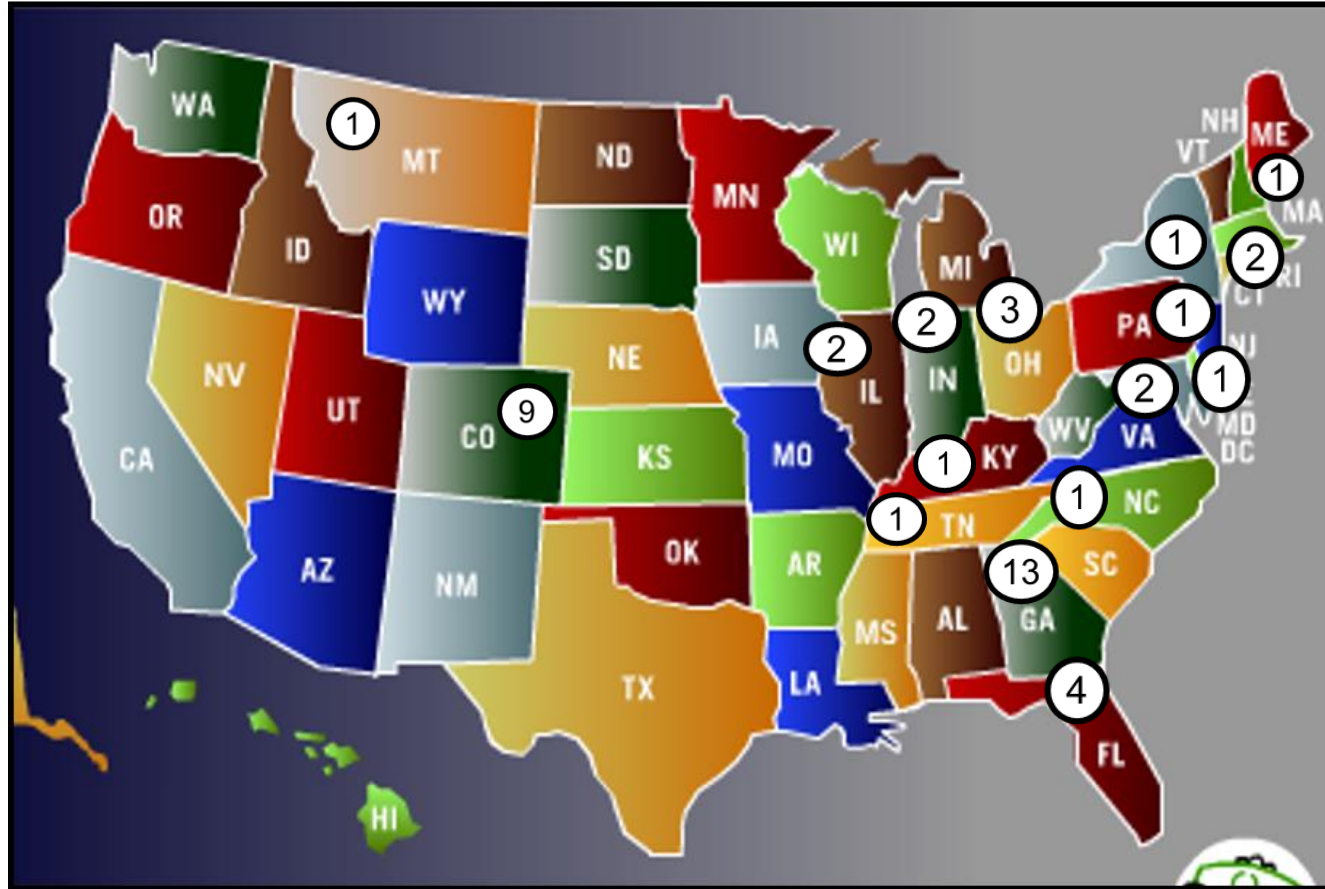
Founding ZWZ Participant.





Authentic American Dining

Case Studies



45 restaurants open in 16 states



Authentic American Dining

Case Studies



Food Waste Prevention

- Premium ingredients
- Careful preparation
- Made from scratch
- Cooked-to-order
- On-premise butcher shops
- Small batches made often
- Shelf-life guidelines





Authentic American Dining

Food Waste Prevention

- Beef & bison ground in-house twice per day.
- Burgers weighed & hand-crafted to order.
- Fresh guacamole made throughout day (3 avocados per batch).
- Fresh-baked cookies, baked 9 at a time.
- Roasted chickens cooked every 30 minutes.
- French fries cut and fried to order.

Case Studies





Authentic American Dining

Case Studies



Average Food Waste in Full-Service Restaurants is 3-4%



Annual Food Waste at Ted's is 1.89%.

Sustainability: integral to Affairs to Remember's business model



- One of the largest privately held luxury caterers in the U.S.A.
- 40 years strong with deep community & customer relationships.
- Founding Zero Waste Zones Participant.
- August 2009 *The Thrill is Gone* press release:
... ***a delicious divorce from the landfills***
- Atlanta's greenest caterer.
- Legacy Green | Legacy Giving Programs



Over \$500,000 business booked due to sustainability practices

Recognition: Affairs to Remember Caterers Day



The City of Atlanta proclaimed November 11, 2014 "Affairs to Remember Caterers Day" in recognition of sustainability efforts, and in particular the milestone of having diverted one million pounds of recoverable materials from Georgia landfills.

In 5 years, Affairs diverted over 1 mil pounds of material from landfills!

Pickling, Jams and Jellies



Executive Chef Ahmad Nourzad:

Being a luxury catering company, we have lots of vegetables that are ordered for large events that are returned to us unused. We then turn these leftover vegetables into pickles, jams and jellies and utilize those on our buffets to enhance our food.

Repurposing unused leftovers reduces waste & enhances food.

Maximizing Heavy Cream Yield



Executive Chef Ahmad Nourzad:

After emptying a carton(s) of cream, I let the carton(s) sit for about 1-2 minutes on a warm surface and then pour the remaining contents out. This yields about a pint of cream, per case. Here at Affairs, we purchase an average of 500 cases of cream per year. This practice yields a savings of approximately 20 cases per year.

Affairs recovers 4% of potentially wasted cream, saving over \$1,000 per yr.

Commitment to Quality Extends to Employees



Chef Ahmad maintains a lush on-site herb garden, which he uses mainly for employee meals.

At Affairs, employees are served a nutritious, hearty meal daily at their kitchen. For some employees, the lunch is the main meal of the day. Affairs invests in their employees with above-industry pay, especially for hourly staff.

An impressive portion of the Affairs staff boasts 30+ years of employment at the caterer.

Affairs has minimal turnover, especially with the hourly staff.

A Hospitality Industry Pioneer



- Opened in 1976 as a state-owned facility.
- Fourth largest convention center in U.S.A.
- Largest LEED-certified convention center in the world.
- 2018 renewed LEED certification two years early, moving from silver to gold status.
- Hosted the Zero Waste Zones 2009 Launch.
- 2009 MPI lunch for 1500, ALL food related to the lunch was consumed, donated or composted.
- 2013 Final Four hosted at the GWCC campus shifted sporting event sustainability standards.
- GWCC Dir of Sustainability chairs 2020 Super Bowl Sustainability Committee.



Case Studies



Good doesn't quite cut it at Levy



- Empire started as a Chicago Jewish deli in 1978 by the Levy brothers.
- 2000 joined Compass Group North America.
- 2006 brothers sold remaining interest to Compass.
- Specializes in premium-quality food services to major entertainment and sports venues.
- Operates over 100 foodservice outlets.
- 2017 revenue exceeded \$1.5 billion.
- Powerful Atlanta presence: GWCC, Olympic Centennial Park, Philips Arena, Mercedes-Benz Stadium and Atlanta Motor Speedway.
- Levy Cares: environment, community & guests.

A strong partner in food waste reduction.

Trim Trax: Compass Group food waste reduction system



Trim Trax measures food waste at the unit level in the following categories:

- Back of the House - Production Waste
- Premium - Over Production
- Front of the House – Production Waste
- Restaurant & Cafe Production

Minimize food waste, take ownership of your product cost with Trim Trax.

Trim Trax: Compass Group food waste reduction system



Trim Trax system:

- Replace prep trash cans with clear “Food Waste” Trim Trax 18-quart plastic containers.
- Measure waste and categorize daily at every station before disposal.
- Post results and track progress.
- Submit the recorded sheets to the inputting manager on a daily basis.
- Transfer total food waste stats to Trim Trax desk top program.
- Review & post results via progress charts on a weekly basis.

Reducing food waste through awareness.

BOH Food Waste Reduction @ GWCC



- Prep food waste reduced 10% by using the Trim Trax system; remained consistent over years.
- Clear bins help chef to monitor waste throughout shifts.
- New employees given knife skills training.
- Annually, entire staff receives knife skills review
- At the annual review, a 50# bag of onions is prepped to ensure team members are within the approved percentage of acceptable waste.
- For repeat shows, actual food usage reports are run to develop more accurate production schedules & prevent overproduction.

Consistent staff training is key to food waste reduction.



Case Studies



Arwyn Watkins, President Culinary Association of Wales



I hope that in many kitchens around the world today measuring food waste is a habit and if it is not it needs to be.

Measuring food waste minimizes food waste.

Arwyn Watkins, 30-year legacy of reducing food waste.



In Arwyn's words:

- 30 years ago hired as Executive Chef for a ferry company
- 10 ships with the potential of 2,200 customers every 75 minutes.
- Small changes have significant impact.
- Food waste was disposed of by mechanical means and fed to the fish in the ocean.
- Food waste disposal system was in the kitchen.
- Food profit margin was below the target.
- Labour costs were above the target.
- Food waste disposal system prevented ability to measure the waste.

Measuring food waste minimizes food waste.

Arwyn Watkins, Cambrian Training Chair / Managing Director



Arwyn's simple, effective solution:

- Removed mechanical food waste disposal on 20 ferries.
- Installed a food waste container on the car deck some 6 flight of stairs from the kitchen galley.

Overnight: a positive impact on the reduction in food waste, the reduction in labour costs, the reduction in food purchased, and a significant uplift in the profits of food served on board all ships.

This action was taken to break old habits and get Chefs to consider their actions before setting off on the challenge of 6 flights of stairs to dispose of food waste.

Simple solutions are often the BEST solutions.

Food Waste Reduction

Bottom Line:

Well-run kitchens generate minimal food waste!

*Food waste reduction makes good business sense:
it improves the bottom line!*

Food Waste Reduction

Beyond the “right thing to do,”

Food waste reduction is the “**profitable** thing to do,”

... and the “**EASY** thing to do!”



Food Waste Reduction



Let's Get Started!

Holly D. Elmore
Elemental Impact, Founder & CEO
holly@elementalimpact.org
404-261-4690