

Sustainable Sourcing at Glastonbury Festival for Food Traders

As the largest multi-day green field festival in the world, Glastonbury Festival inevitably has a significant impact on the environment. However, the festival has always led the way in implementing green initiatives to reduce this impact, as well as influencing its audience to do the right thing, from recycling to buying Fairtrade. Minimising the impact of the greatest show on earth, *on the earth*, is very important to the festival organisers and everyone involved in the event has a role to play in that.

Love the farm, leave no trace.

Food traders have a particularly significant role to play, being at the frontline of providing for the audience of over 150,000 people during the festival. Sustainable food sourcing is important both for reducing Glastonbury's carbon footprint and for the health and well-being of your customers. There is increasing interest from the public in where our food comes from. Incidents like the horsemeat scandal have an effect on how we shop and choose what to eat. Alongside that, many people have concerns about the environmental and human impact of their food choices. A survey by Sustain¹, the alliance for better food and farming, with a specific focus on festival-goers, found that:

- nearly 80% would prefer to eat meat that met higher animal welfare standards
- 83% would choose free range eggs to eat if given a choice
- 72% think festival-organisers should ban the sale of fish and seafood caught from overfished stocks or caught in environmentally damaging ways.
- over 90% said they would separate their food waste out if facilities were provided

There are many ways that you can be more sustainable as a trader at Glastonbury Festival. This briefing outlines some of the issues around food sourcing, why they are important and where you can get more information.

Good food – food that is good for us and good for the planet – is grown organically, minimally processed, fairly traded, fresh and seasonal. What food are you serving and how can you make it as good as possible?

Local and seasonal

Sourcing locally and seasonally is important both in terms of reducing the carbon footprint of foods, through transportation, as well as supporting the local economy through buying from independent small and medium sized businesses. In the UK the term local usually refers to food sourced up to 50 miles away. At Glastonbury many of you will be buying from the on site wholesalers – the Markets Team is working with the wholesalers to encourage them to source locally and to be as clean, green and fair as possible too.

When sourcing meat and vegetables, traders should, as far as possible, be buying local food or British as a minimum. Look out for the Red Tractor Union Jack mark on meat, dairy and vegetables for an assurance that products came from British farmers, with a traceable supply chain. In terms of seasonal food – get creative with your menu and use the best of the season to ensure freshness and taste.

Useful links:

Sustain: www.sustainweb.org/localseasonalfood

Red Tractor: www.redtractor.org.uk/home

Seasonal food: eatseasonably.co.uk

Organic

To really demonstrate your commitment to sustainability, you could consider sourcing some or all of your products as organic. Organic farming is based on the principles of health, ecology, fairness and care, and as such is far more environmentally friendly and has higher animal welfare standards than conventional agriculture. Organic products carry a certification code that shows they comply with the legal definition of organic – therefore the label can vary, although in many cases the Soil Association Standards exceed the standards of EU organic and other certification bodies.

As a minimum, you could look for LEAF (Linking Environment and Farming) Marque products, which demonstrate a commitment to environmentally responsible farming.

Useful links:

Soil Association www.soilassociation.org

LEAF www.leafmarque.com

¹ See the Sustain Good Food for Festivals Guide

Fairtrade

Products carrying the Fairtrade Mark indicate that they satisfy economic, environmental and social standards. The Mark is found on products grown in developing countries, including tea, coffee, sugar, hot chocolate (all of which **must** be Fairtrade at Glastonbury), bananas and other fruit, nuts, spices, chocolate, wine and more. There is a minimum price that protects poor farmers from the fluctuations of global market prices, environmental standards that protect the farmers and the land, and a social premium that is used to invest in community projects such as schools or health facilities.

Useful links:

Fairtrade Foundation www.fairtrade.org.uk

Fairtrade International www.fairtrade.org

Cruelty-free

If you are selling meat or dairy products, you should also consider animal welfare issues. Intensive farming methods often lead to poor animal welfare. Buying British meat and poultry with the Red Tractor label goes some way to guaranteeing better standards, but you could go further by choosing certified organic, free range or Freedom Food labelled products.

Useful links:

Freedom Food www.freedomfood.co.uk

Other issues

Some other issues that you might want to consider in the process of making your stall more sustainable and ethical include:

- Sustainable fish and seafood – stop the rapid decline of fish stocks by checking for fish to avoid and looking for Marine Stewardship Council certified fish. See www.fishonline.org and www.msc.org
- Reducing food waste – plan menus and portion sizes carefully and only cook to order. Manage your perishable food stock carefully, using riper fruit and veg first. See feeding5k.org/businesses

Don't forget to tell your customers! Use signage to communicate that you are going the extra mile – many festival-goers are actively looking for sustainable food at Glastonbury and they won't know if you don't tell them. Displaying this information will impress your customers as well as the Sustainable Green Trader Award judges!

Case Study: Fat Salad, winners of the Sustainable Food Award at Glastonbury 2013

Fat Salad have a written Sustainability Policy which they use for Glastonbury and other festivals they attend, putting sustainability at the very heart of everything they do. About 90% of their food is organic, they work hard to source as many Fairtrade products as possible, including Ubuntu cola and Fairtrade peanut butter. At Glastonbury they source dry goods from Essential Trading who specialise in organic, GMO-free and Fairtrade products.

As well as sourcing organic and seasonal produce for their tasty food, Fat Salad use Vegware packaging, which is completely compostable, support small and local businesses, and work with London homeless charities Centrepoint and St Mungo's, training and employing homeless people on their stall.

Lucy from Fat Salad Says: 'If we use British produced vegetables or organic fruit we tell our customers about it on our menu boards! People are starting to really care what goes into their food and love it that their caterers care too. We get people coming back for meal after meal at every festival so we think it must be working!'

If you need more information, read the **Good Food Guide for Festival and Street-food Caterers** produced by Sustain, the alliance for better food and farming.

They have also produced a **Good Food for Festivals Guide**, with a handy ethical and sustainable food checklist for traders.

There is also a lot of useful information and links to sustainable food projects on Sustain's website www.sustainweb.org