

The Culinary Edge Presents

Farm to Fork



UCLA Extension 12th Annual California Restaurant Industry Conference
Thursday, April 24, 2008
Sheraton Gateway Hotel, Los Angeles, California
Presented by Aaron Noveshen of the Culinary Edge & Pacific Catch Restaurants,
joined by Lori Daniel, Evan Kleiman, Vaughan Lazar, Phil McGrath, and Courtenay Shortall

Local, Sustainable and Organic Fact File:

- 2048:** The year that the world's seafood population is predicted to be completely depleted should the current rate of decline continue as it is today, according to a study by an international team of ecologists for Science Journal. Over fishing, pollution and environmental factors are considered the cause of this decline.
- 29:** The water quality index of Chesapeake Bay (out of a total score of 100) according to The Chesapeake Bay Foundation. The bay's crab population was given a C grade and the oyster population an F grade.
- 10:** The percentage of Bluefin tuna, Atlantic cod, Alaskan king crab and Pacific salmon populations that currently exist in the world's ocean compared to their historic highs. Meanwhile, seafood demand is growing as Americans are becoming more health conscious and nutritional experts encourage a minimum of two seafood meals a week.
- 669:** Number of green-certified commercial structures in the US (another 4912 new projects under way).
- 25:** Percentage of the world's resources consumed by the United States.
- 16:** Billion US dollars – organic food sales in 2006.
- 15:** The annual percentage increase of organics sales in the US for the last five years. Supermarkets typically charge a 30% to 40% premium in price for organic food, compared with conventionally grown food.
- 3700:** The total number of farmers' markets in the US, which has more than doubled since 1994. Sales exceeded \$1 billion in 2004.
- 11:** Thousand US dollars is the fine imposed on businesses who sell or label a product "organic" when they know it does not meet USDA standards.
- 500:** The number of chemicals routinely used in conventional farming.
- 1500 - 2500:** The average number of miles that food and ingredients typically travel from field to fork under the conventional transportation system.
- 50 - 60:** The average number of miles that food and ingredients travel when locally sourced.
- 83:** Percentage of "Generation Y" diners who claim that they trust a company more if it is socially or environmentally responsible according to a survey by Cone Inc. and AMP Insights.

"A number of restaurant operators want to tout the steps that they take to be energy efficient and environmentally friendly because it's a plus in customer satisfaction.

People like to see that restaurants are part of a solution."

Howard Learner

Executive Director of Chicago-based Environmental Law and Policy Center ELPC (QSR Mar 2007)

Industry Trendsetters

Wolfgang Puck

Puck's \$300 million/year company which includes 14 fine dining restaurants, 43 catering operations, and 82 quick service units introduced its new ethically and environmentally responsible sourcing policies in March 2007. The program includes a commitment to only buy meat that has been raised under humane conditions, organic and natural ingredients and sustainably harvested seafood.

Chipotle

Since the company's establishment in 1993, Chipotle has been promoting its ever-evolving "Food With Integrity" mission, constantly searching for the best quality ingredients. This involves the sourcing of humanely raised natural pork, beef and chicken products and understanding exactly where all of their fresh produce comes from. About half the chicken and one-third of the beef Chipotle serves is natural. About one-fourth of its beans are organic. Chipotle serves about 15 million pounds of naturally raised meats annually, the most of any U.S. restaurant chain.

Legal Sea Foods

Legal Sea Foods is a family owned and operated restaurant company that sets the bar for fresh seafood. A vertically integrated company, Legal Sea Foods buys directly from established and sustainable fisheries and builds relationships with their fishermen & lobstermen. To add to this mission, this 32-restaurant organization is working on a socially responsible purchasing program that follows these same standards for many other ingredients; from all natural beef, locally grown & sustainable produce to renewable building materials.

Wal-Mart

In an effort to lure in more urban and affluent shoppers, Wal-Mart launched an ambitious "green policy" in March 2006, pledging to double its organic grocery offerings, while maintaining their competitive Wal-Mart pricing structure. The retailer continues to expand their ever-growing list of offerings such as organic produce, dairy and dry goods, sustainably harvested seafood, and organic cotton products.

King's Seafood

The multi-unit seafood house collaborates with the Aquarium of the Pacific in Long Beach, CA to help determine which seafood ingredients to use in their restaurants based on their sustainability, and which high risk seafood items to ban from the menu, such as Chilean sea bass and ling cod.

Sysco

This national food distribution company's corporate strategy aims to supply their customers with products procured from small scale and local producers whenever possible. They have also initiated the "Buy Local, Sell Fresh" marketing concept which promotes small farmer groups who provide fresh produce on a seasonal basis.

Burger King

Burger King announced its "Humane-Sourcing Plan" in April 2007 which includes the company's goal to purchase 10% of its pork from suppliers that do not use gestation crates and 2% of its eggs from suppliers that do not use cages for the hens. It will also start sourcing chicken from vendors that slaughter the animals using a more humane technique.



"What makes Wal-Mart's efforts unique, sustainability experts say, is the retailer's sheer size and the power that gives it in relations with suppliers. They have huge potential because it's not just Wal-Mart we're talking about, it's their entire supply chain,"

Jeff Erikson

U.S. Director of London-based Consultancy and Research Group SustainAbility

Kaiser Permanente

The largest non-profit health plan in the US with more than 8 million members implemented a multi-year strategy for increasing access to healthier, local and organic foods for their patients, employees, and visitors.

Holland Inc., Burgerville

An 80 year old, 39-unit Pacific Northwest quick-service company known for its commitment to the communities in which it operates. Holland Inc. employs a chief cultural officer whose responsibilities include managing the company's commitment to maintaining a sustainable restaurant business that values its guests, employees, vendors and the environment. The company uses 100% wind power, recycles cooking oil into bio-diesel, partners with local suppliers and promotes local ingredients through signature menu items like the Tillamook cheeseburger.

Big Bowl

Based in Chicago and owned by LEYE, 60-70% of Big Bowl's menu is all-natural, organic or local. Big Bowl sources Neiman Ranch heirloom pork from small producers, hormone-free chicken, organic, fair trade coffee, and seasonal produce from local, organic farmers and co-ops. Prices of these ingredients are almost twice as high as conventional ingredients, and food cost has increased by 2% or about \$500,000 annually system-wide. Menu prices have increased \$1-\$2. If marketed correctly, the company's president believes that customers will be willing to pay higher prices. Marketing efforts to increase customer awareness of organic and natural ingredients include chalkboards at the restaurants' entrances, server training and marketing collateral presented to diners.

General Resources and Links

Green Restaurant Association:
<http://www.dinegreen.com>

Slow Foods USA:
<http://www.slowfoodusa.org>

Organic Consumers Association:
<http://www.organicconsumers.org>

Michael Pollan:
<http://www.michaelpollan.com>

Chefs Collaborative:
<https://www.chefscollaborative.org>

National Sustainable Agriculture Information Service:
<http://www.attra.org>

Glynwood Guide to Serving Local Food on Your Menu:
<http://www.glynwood.org/resource/localguide.htm>

Community Alliance With Family Farmers:
<http://www.caff.org>

Community Food Security Coalition:
<http://www.foodsecurity.org>

New Farm Locator:
<http://www.newfarm.org/farmlocator>

Eat Wild:
<http://www.eatwild.com>

Farm to Table:
<http://farmtotable.org>

Eat Well Guide:
<http://www.eatwellguide.org>

Food Routes:
<http://www.foodroutes.org>

Local Harvest:
<http://www.localharvest.org>

Sierra Club:
<http://www.sierraclub.org>

National and Regional Foodservice Distributors and Farm Promotional Organizations :

Red Tomato (Northeast) :
<http://www.redtomato.org>

Alternative Energy Resources Organization (Montana):
<http://www.aeromt.org>

Notes:

Appalachian Sustainable Agriculture Project:
<http://www.asapconnections.org>

California Buy Fresh, Buy Local:
<http://www.buylocalca.org/splash.html>

Carolina Farm Stewardship Association:
<http://www.carolinafarmstewards.org>

Ecotrust (Northwest):
<http://www.ecotrust.org>

Georgia Organics:
<http://www.georgiaorganics.org>

Land Stewardship Project (Minnesota):
<http://www.landstewardshipproject.org>

Maine Organic Farmers and Gardeners Association (MOFGA):
<http://www.mofga.org>

Midwest Organic and Sustainable Education Services (MOSES):
<http://www.mosesorganic.org>

Pennsylvania Association for Sustainable Agriculture:
<http://www.pasafarming.org>

Research, Education, Action & Policy Food Group,
REAP (Wisconsin):
<http://www.reapfoodgroup.org>

Sysco (National):
<http://www.sysco.com>

Aramark (National):
<http://www.aramark.com>

Sodexo (National):
<http://www.sodexhousa.com>

Farm to Chef Express (New York City):
<http://www.farmtochefexpress.org>

Seafood Related Links

National Fisheries Institute:
<http://www.aboutseafood.com>

Marine Stewardship Council (MSC):
<http://www.msc.org>

Global Aquaculture Alliance (GAA):
<http://www.gaalliance.org>

Monterey Bay Aquarium Seafood Watch Program:
<http://www.mbayaq.org/cr/seafoodwatch.asp>