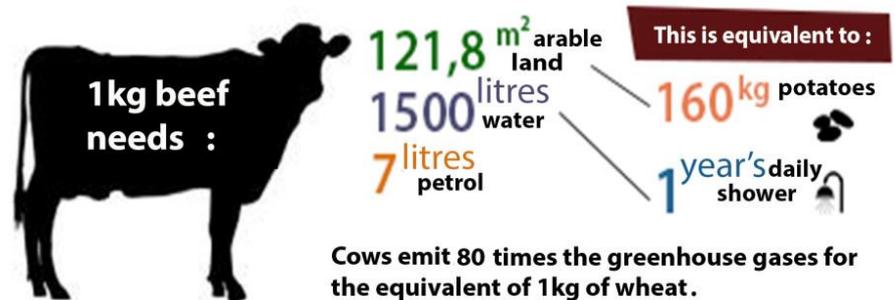


## Reduce the amount of meat & dairy on your menu

Did you know that the fastest growing group of eaters in the UK is the 'flexitarians'. Never heard of them? Well you will. Flexitarians are those of us who still want to sink their teeth into the occasional steak, but are also increasingly aware of the environmental and health impacts of doing so.

### The Problem

There are a number of issues with eating too much meat; namely the impact on our health, the environment and the animals. Did you know that on average in the UK we eat 84.2kg of meat per year! That's double the world average. Excessive amounts of meat can contribute towards several diseases including bowel cancer, heart disease and obesity (due to the excessive amounts of saturated fat).



The impact on the environment is equally worrying with the UN identifying livestock production as one of the most significant contributors to environmental problems including water usage, pollution, over-fishing and carbon emissions. Add to that the terrible conditions that many animals are kept in and the inhumane way they are slaughtered and it makes you think!

Dairy is also incredibly environmentally damaging, and all these products are really expensive! So reducing them will not only help support the health of your customers and that of the planet, but it makes financial sense to do so too.

## The solutions



### Have a meat free day

Try out some delicious vegetarian recipes on your menu instead of meat. There is an international '[Meat-Free Monday](http://www.meatfreemonday.com)' campaign which you can promote as part of your endeavours; check them out for great recipes and loads more information.

### Reduce the amount of meat in meals

We would very much advise only using meat in composite meals such as sauces, pies, stews etc. Then, make sure you shred the meat quite small to make it go further. Finally bulk out the meal with beans, lentils or grated veg (a great way to use up broccoli and cauliflower stalks!) and you can reduce the amount of meat significantly.

## Trade up

If you reduce the amount of meat in your meals, then maybe you could afford a better quality of meat such as 'Freedom Food', free range or Organic chicken or outdoor reared pork. Also, look for cheaper, slower-cooking cuts of better quality meat, then use your chefs' skills to turn it into a dazzling new dish.



## Reduce dairy

- Never add butter, cream or other dairy products to your soups; you'll always have a vegan option which makes your restaurant more accessible
  - Don't automatically add butter to sandwiches; give people a choice
  - Try substituting low-fat natural yoghurt for cream or mayonnaise; it's cheaper and better for our health
- Grate your cheese; it goes further
  - Use a stronger flavour cheese; you don't need to use as much
  - Try to buy Organic. There's not a huge price differential and the kudos you get from your customers more than makes up for it!

## Don't forget fish!

This is a slippery subject. We're told that eating fish is good for our health and that we should aim to eat two portions a week (one of which should be oily) – but at the same time we know that many wild fish stocks are dwindling, and a lot of fish is either caught or farmed in an environmentally damaging way. Do your bit by following these rules of thumb:

- Look out for the [Marine Stewardship Council](http://www.msc.org) (MSC) 'fish with a tick' logo – particularly if you use frozen or canned fish
- If you use tinned tuna, go FADfree (which avoids the worst sort of tuna-fishing) or ideally pole-and-line caught (check the label) to minimise the harm to other marine animals such as sea birds, turtles and dolphins
- Steer clear of the usual suspects and try low-cost, underutilised and healthy species such as sardines, herring and mussels
- Only buy prawns from a certified source e.g. Global Gap, organic or Bext Aquaculture Practices



## Promote what you're doing!

Many customers these days are demanding more and higher standards from their eateries. You can capitalise on the good work you're doing by letting your customers know.

- Include any provenance of items on your menu to let people know where things come from
- Write a short sentence capturing your values on a chalkboard and display. This doesn't need to be long, short and to the point is best
- Get on social media and start chatting to everyone!

## Get more advice!

There are some great resources out there that can help you further with doing all of the above. Check out the [Good Food Guide](#) produced by [Sustain, the alliance for better food and farming](#)