



How To Market

# THE CATERING MARK



# WELCOME

This document explains the Catering Mark brand. It describes the visual and verbal elements that make up our identity and shows how they work together.

The result isn't a prescriptive brand cookbook; instead it's a resource that asks you to use your talent and imagination. Throughout this book we've tried to keep rules to a minimum; the main rule is that you always think about what you're doing so we can promote the Catering Mark and attract more partners. We're also working hard to engage with the public and encourage more new prospects to join the Catering Mark.

On that empowering note let's go to work, starting with a look at the case for accreditation.

## THE CASE FOR ACCREDITATION

### Why caterers need or want the Catering Mark.

The Catering Mark provides an independent endorsement that food providers are taking steps to improve the food they serve, using fresh ingredients which are free from trans fats, harmful additives and GM, and better for animal welfare.

It's also an increasingly important asset for caterers, respected by catering buyers and cited in more and more Government procurement guidelines. The Catering Mark lends credibility to B2B communications (for example from a caterer to a local authority catering buyer) and B2C communications (for example from a school to their pupils' parents). The scheme has been cited by NHS England as a way to improve hospital food, and by the Department for Education as a national framework to support caterers to increase uptake of quality school meals.

In 2014 the Government published a new Plan for Procurement that recognises the Catering Mark as a 'well-established' best practice tool.

We can help caterers achieve accreditation or, if their organisation is already a Catering Mark holder, move up to the higher tiers that strengthen their case when tendering for the most lucrative contracts. Right now over half the Catering Mark meals served in the UK come from caterers with Silver or Gold accreditation, so clearly it's in a caterer's interests to upgrade. As we explain in the next section, achieving Bronze accreditation is a significant achievement and something to be proud of.

Of course there's more to the Catering Mark than just supporting the tendering process. We're food standards specialists. We can use that expertise in a hundred ways to help caterers make the most persuasive case possible to support their contract bidding.

As well as first class consultancy we can also offer caterers all the marketing materials and publication-ready messages they need to promote themselves to their customers and other stakeholders. In short, we can act as an authoritative one-stop shop for everything caterers need to improve food standards.

## BRAND ELEMENTS

The following sections describe the elements that make up the Catering Mark identity. We describe:

1

**Key Messages**  
for our four main audiences.

2

**Tone of Voice**  
including our three guiding principles.

3

**Our Logos**  
and how to use them.

4

**Imagery**  
including photography and illustration.

5

**Colours**  
is the form of our palette.

6

**Typography**  
and use of fonts.

7

**Examples**  
that show how all the above work together.

# KEY MESSAGES

This section contains a series of important messages you can use to build effective pieces of communication both online and offline. They position us as a partner working with outside organisations to help them gain accreditation, doing everything we can to help them succeed.

Remember these are by definition key messages and not the full story. If you need more information about a particular audience or sector see the relevant message house and handbook.

Like any set of key messages these are a starting point. Think of them as a kit of parts you can use to construct effective content. The examples below are written as though from a caterer to their audiences, but work equally well in other contexts, for example from the Catering Mark to caterers. To make that work you'll need to change "our" to "your" and so on.

We've divided this section into two main parts, **universal messages** that apply to all audiences and at all tiers, and **sector-specific messages** that apply to particular audiences.

The universal messages part also includes a number of messages specific to Silver and Gold tiers.

**Finally - and importantly - don't change these key messages in any way unless absolutely necessary.**

The text you use around these messages in a piece of comms is up to you provided it follows our tone of voice guidelines. The examples later in this document show this approach in action. The main thing to remember is that when it comes to making a point covered in one of our key messages you should stick to the approved wording.



## UNIVERSAL MESSAGES

These messages apply to all audiences and at all tiers, Bronze, Silver and Gold. Remember, in these examples “we” means the caterer, and “you” is their audience. We are in effect giving caterers a suite of messages they can include in their marketing material.

### **Fresh Food:**

The Catering Mark guarantees that **fresh food is always on the menu.**

At least 75% of food on Catering Mark menus is freshly prepared from scratch on site or in a local kitchen.

### **Animal welfare and traceability:**

All meat on Catering Mark menus is from **animals reared on farms that meet UK legal welfare standards** as a minimum.

The Catering Mark is **helping to build the market for farmers who are producing meat from farms certified to UK legal welfare standards**, such as Red Tractor, Farm Assured Welsh Livestock or Quality Meat Scotland.

Catering Mark holders have been **annually inspected to ensure that all meat is from farms certified** to UK legal minimum welfare standards.

All eggs on Catering Mark menus come from **free range hens.**

All eggs on Catering Mark menus come from **hens which live in free range systems**, meaning they have access to the outdoors, where they can exhibit natural behaviour.

Catering Mark menus are **free from endangered fish** – as recognised by the Marine Conservation Society ‘fish to avoid’ list.

## UNIVERSAL MESSAGES CONT'D...

### **Additives, artificial trans fats and GM:**

Food served on Catering Mark menus is **free from additives like aspartame and MSG.**

All food on Catering Mark menus is **free from artificial trans fats.**

Undesirable additives, artificial sweeteners and controversial food colours are banned from Catering Mark menus.

Catering Mark holders don't use any **GM ingredients.**

All ingredients on Catering Mark menus are **free from GM.**

**GM ingredients are not used** in Catering Mark menus.

### **Seasonal ingredients:**

**Seasonal ingredients** are used on Catering Mark menus.

Catering Mark holders use **seasonal ingredients that can be produced outdoors** in the UK at that time of year.

Menus are **seasonal.**

Menus are designed to **make the best use of seasonal ingredients.**

Serving seasonal produce can help **get the best value for money:** food is often fresher; food miles are reduced; and there is no need for energy-hungry heated glasshouses.

### **Staff training:**

Catering staff are **trained in fresh food preparation.**

## SILVER AND GOLD MESSAGES

Caterers with Silver and Gold tier accreditation can use all the universal messages shown above, plus the following:

The Silver Catering Mark recognises that we serve a range of ingredients from ethical and more environmentally friendly sources, including **at least 5% organic food.**

The Gold Catering Mark recognises that we serve a range of ethically and more sustainably sourced ingredients, including **at least 5% free range meat and at least 15% organic ingredients.**

At Silver and Gold the Catering Mark encourages the use of organic ingredients. Overall **plant, insect and bird life is 50% more abundant on organic farms, and there are 30% more species.**

Silver and Gold mark holders are **encouraged and rewarded to use ingredients that are grown in the UK**, and even more so for using ingredients grown by farmers in the region where the food is served.

Silver Mark holders spend **a minimum of 5% of their total ingredient spend on organic ingredients.**

Gold Mark holders spend a minimum of **15% of their total ingredient spend on certified organic ingredients and an additional 5% or more on free range meat.**

The Catering Mark is building the market for farmers who are producing meat from farms **certified to RSPCA Freedom Food and organic standards.**

At Silver and Gold, **caterers are recognised for using organic milk**, which has proven nutritional benefits such as high tiers of Omega-3 essential fatty acid.

Silver and Gold Mark holders use a range of organic ingredients, including at least one organic animal product at gold. **Organic has high standards of animal welfare.**



## SILVER AND GOLD MESSAGES CONT'D...

Silver and Gold Mark holders can use a range of organic ingredients. Overall, **organic farming supports more farmland wildlife** than non-organic farming.

Silver and Gold Mark holders use a range of organic ingredients; **supporting a system which works with nature**, using crop rotations and nitrogen-fixing crops such as clover to build fertility in the soil.

Silver and Gold Mark holders use a range of organic ingredients; **supporting a system which provides animals with a great quality of life** and supports biodiversity by providing natural habitats for wildlife.

Silver and Gold Mark holders use a range of organic ingredients. **Organic farmers don't use manufactured (or artificial) fertilisers, herbicides or GM feed.**

Silver and Gold Mark holders use a range of organic ingredients. **Pesticides are rarely found in organic food.**

Silver and Gold Mark holders use a **range of organic ingredients**. *Research published in the British Journal of Nutrition has found significant differences between organic and non-organic farming.*

Silver and Gold Mark holders' purchasing practices and supply chain are assessed **to reward and encourage spend on sustainable fish** and also require that a proportion of their ingredients are from environmentally friendly and ethical systems such as: organic, free range, Fair Trade, LEAF-certified.

Silver and Gold Mark holders **support sustainable fishing practices**, by sourcing Marine Stewardship Council certified fish or using fish from the Marine Conservation Society's 'fish to eat' list.

**SILVER  
AND GOLD  
MESSAGES  
CONT'D...**

Catering Mark holders spent **over £9m on organic produce** in 2015.

Serving local, seasonal food can contribute to the local economy and **support local farmers and traders.**

For every £1 invested in Silver and Gold Catering Mark menus, there is a **local social return on investment of over £3**, mostly in the form of more **jobs and opportunities** for local food producers.

The Food for Life Catering Mark recognises caterers that serve seasonal, unprocessed, organic food, and champion meat-free options, **reducing the overall carbon footprint of menus.**

## SILVER-SPECIFIC MESSAGES

Caterers with silver tier accreditation can use all the universal messages shown above, plus the following:

5% of ingredients are organic, which supports **increased biodiversity and wildlife.**

5% of ingredients are organic – **a more environmentally sustainable type of farming.**

5% of ingredients are organic, which means **working with nature.**

5% of ingredients are organic – **from farms which are better for nature.**

The Silver Catering Mark helps to ensure that **at least 75% of food is freshly made**, and that caterers are encouraged to use UK, seasonal and organic ingredients.

The Silver Catering Mark guarantees that **a selection of organic ingredients are used to prepare fresh meals.**

**Spending 5% (of total ingredient spend) on organic ingredients helps to support wildlife** – up to 50% more wild plants, insects, birds and animals live on organic farms and up to 30% more species.

## GOLD-SPECIFIC MESSAGES

Caterers with gold tier accreditation can use all the universal and Silver-tier messages shown above, plus the following:

15% of ingredients are organic, and **at least one organic animal product is used.**

15% of ingredients are organic, which supports **increased biodiversity and wildlife.**

15% of ingredients are organic – **the most environmentally sustainable type of farming.**

15% of ingredients are organic, which means **working with nature.**

15% of ingredients are organic – **from farms which are better for nature.**

The Gold Catering Mark helps to ensure that **at least 15% of our ingredients are organic.**

**Spending 15% (of total ingredient spend) on organic ingredients helps to support wildlife** – up to 50% more insects, birds and animals live on organic farms.

Food for Life Catering Mark Gold menus have up to **47% lower climate impact than standard school menus.** *(Manchester University, 2010).*

## SECTOR-SPECIFIC MESSAGES

In addition to the universal messages shown above, certain key messages apply to certain key audiences including school caterers, hospital caterers, business caterers and early years caterers.

### School caterer-specific messages:

**Caterers who are accredited by the Catering Mark are subject to an annual inspection**, including an on site visit, so we – and you – can be sure that your school food meets our quality standards.

**The School Food Standards encourage schools to “use fresh, sustainable and locally-sourced ingredients”**, and recognise the Catering Mark as an independent endorsement that these standards are met.

School Food Standards: A Practical Guide For Schools Their Cooks And Caterers states: *“The Food for Life Catering Mark provides independent endorsement that food providers are meeting the school food standards and serving **food prepared from fresh, sustainable and locally sourced ingredients.**”*

The School Food Plan encourages head teachers to consider *“**signing up to a quality mark such as the Food for Life Catering Mark**”*.

Evidence from the Food for Life Partnership shows that schools adopting a whole school approach to food and serving Catering Mark meals can expect to see a **significant increase in school meal take-up**.

### Hospital-specific messages:

NHS England’s 2015/16 guidance for commissioners and care providers includes two hospital food goals (the Hospital Food CQUIN) citing the Catering Mark as a **way to raise standards for patients, staff and visitor food**.

## SECTOR-SPECIFIC MESSAGES CONT'D...

The 2014 Hospital Food Standards Panel Report recognises the Catering Mark as **a way to raise hospital food standards.**

Achieving the Catering Mark is in line with the Public Services (Social Values) Act 2012, which requires that Trusts commissioning catering services consider, *“how what is proposed to be procured might **improve the economic, social and environmental well-being of the relevant area**”.*

The Catering Mark **helps measure Care Quality Commission standards** in relation to patient food and hydration.

The Catering Mark Standards require hospital caterers to make sure **menus meet the nutritional element of the Government Buying Standards.**

### **Business/industry-specific messages:**

We cannot tackle the crisis of diet-related ill-health in the UK without **transforming the food culture of workplaces**, where many adults spend a majority of their waking hours, consuming a third of their daily calories.

Employers should invest in the diet and health of their employees; **a healthy workforce is essential to business success.**

**Serving good food can improve wellbeing in the workplace** and contribute to employer Corporate Social Responsibility commitments.

Poor eating habits among employees – such as having no breakfast or lunch – are reported to **cost UK employers £16.85 billion a year**, the equivalent to a loss in productivity of almost 97 million working days.

## SECTOR-SPECIFIC MESSAGES CONT'D...

According to a Vielife study of 15,000 people in the UK and US, **employees with poor nutritional balance reported 21% more sick-related absence and 11% lower productivity than colleagues with a healthier diet.**

For more information go to: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/210858/hwwb-improving-health-and-work-changing-lives.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/210858/hwwb-improving-health-and-work-changing-lives.pdf)

### **Early years-specific messages:**

**Good nutrition in the early years is crucially important for a child's growth and development** and will impact on their life-long health and well-being and success.

The Catering Mark will ensure good quality, nutritious food and drinks are served alongside support and encouragement for children in the first five years of life to **develop good eating habits for life.**

# STONE OF VOICE

The Catering Mark tone of voice is the same as The Soil Association. The following page outlines how we should talk.

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## STONE OF VOICE

Our words should be:

**Bright.** We're intelligent, stimulating and optimistic. We offer relevant facts and informed opinions, for an audience that's intelligent and curious. We're experts you'd actually want to spend time with.

**How exactly?** Paint a picture of a positive outcome using optimistic, inspiring language. Use facts sparingly and be surprising.

**Clear.** We know people's time and attention are limited. So we use one word not two, where we can. We use short words and sentences. We use active language. We get one idea across at a time.

**How exactly?** Bear your reader's priorities in mind, and pick one relevant point to convey.

**Open.** Wherever we can we use everyday words that speak to a broad range of people. We invite and stimulate debate – for instance by posing questions. We empower people to take steps towards a better world.

**How exactly?** Pose real or rhetorical questions to engage minds and invite debate.

For more details, including tips to help you write using this voice, see The Soil Association Brand Guidelines.

## EXAMPLE

### **Before:**

What is the Food for Life Catering Mark? The Catering Mark supports hospitals and their caterers to take steps to improve the food served to patients, staff and visitors. It provides an independent endorsement that meals are fresh, healthy, sustainable and meet the nutritional element of the Government Buying Standards (GBS).

The Catering Mark team offer bespoke packages of support to help you to improve the food you serve, verify your compliance with the GBS, and promote your achievement to staff, stakeholders, visitors and patients.

### **After:**

What is the Food for Life Catering Mark? The Catering Mark lets your patients, staff and visitors know that the food you serve is fresh, healthy, sustainable and nutritious. It's a recognised mark of quality that gives an independent seal of approval to the hard work you do.

We're here to help you achieve the high quality of food you want to serve. We can support you at every step, all the way to verifying that you're meeting the Government's Buying Standards for nutrition. And we'll help you make sure everyone knows just how good the food you serve is.

### **Why:**

**Bright:** We offer an optimistic vision of a better service to customers, using active language.

**Clear:** We use everyday language and make one point at a time.

**Open:** We show that we work with and understand business not just provide a service.

# OUR LOGOS

Our logos are a fundamental part of our brand and it's essential we use them carefully and consistently. This section explains how.

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# THE CATERING MARK LOGO

Our main logo comes in two versions: colour and mono (available in both black and white).

**Always use the colour version if possible.** In practice this means always aiming to use white or light coloured backgrounds.

Use the mono version (black or white depending on which is most legible and has the highest contrast) only if the colour version isn't appropriate.

Always reproduce the logo from original artwork. Never attempt to change the logo in any way

Never change the colour of the logo and never use it at an angle.

## Full Colour Logo

**CM Red** C20 M11 Y100 K10 | R183 G25 B24

**Correct use** with at least 5mm space all round

**Incorrect use** - must be level (not at an angle) and with at least 5mm space on all sides



## Mono Logo (black)



## Mono Logo (white)



## OUR LOGO AND TEXTURES

Our logo includes a paint-like “swoosh” behind the text. Building on this we’ve introduced four watercolour-like textures to our primary and secondary palette colours.

Use these to add interest and dynamism to designs. However, **these textures should never dominate a design**; instead they should be used as sparingly as possible. Less is more.

You can use the watercolour texture in icons (see page 28).

### Full Colour Logo



### Watercolour Textures



## OUR BRONZE, SILVER AND GOLD LOGOS

The Catering Mark comes in three tiers: Bronze, Silver and Gold. These reflect different levels of accreditation with different criteria.

### Bronze

The bronze tier represents a significant step for most caterers toward improving food standards.

### Silver

Silver tier builds on Bronze. The main difference is at least 5% of ingredient spend is on organic items.

### Gold

Gold tier builds on both Silver and Bronze. The main difference is at least 15% of ingredient spend is on organic items.

### Placement

Achieving Catering Mark accreditation at any level is a real achievement, so it's natural that holders of the Mark will want to let their audiences know. For guidance on exactly where to place the Catering Mark logo within the design of posters, web banners, table talkers and postcards, see the examples in Section 7 of this document.

### Bronze Logo



### Silver Logo



### Gold Logo



# IMAGERY

**This section explains the right way to use photography and illustration within the Catering Mark brand.**

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## PHOTOGRAPHY

We've a library of photos you're welcome to use. However, there will always be occasions where you need a new image. Here's what you need to bear in mind when commissioning photography or buying a stock image:

**People must be actively doing something** and not just looking into the camera (unless it's a portrait of course).

**The imagery we use should reflect real people and the lives they lead.** The more accurate and observant we are, the more relevant we become. So no clichéd stock shot images that have no relevance to our customers.

**When depicting farmers or growers, please don't use stereotypical imagery;** instead show them at work and using modern farming techniques where appropriate.

**If appropriate use Photoshop to bring images to life** and create a more unified look to photography.

**When buying photography always make sure you have a signed contract that specifies exact terms of usage** before including the images in any designs.



# PHOTOGRAPHY

## Food/Produce



Every element in it's most natural form / Not overly propped / Feeling of being in the moment / A sense of place / Natural, earthy tones / Low depth of field to hero food / Elements of red and green in shots where possible.

# PHOTOGRAPHY

## People



Candid / Capture people in everyday life / Not overly posed / Feeling of being in the moment / Natural, earthy tones / Interesting crops and angles / Elements of red & green in shots where possible.

# PHOTOGRAPHY

## Place



Feeling of being in the moment / A sense of place / Natural, earthy tones / Interesting crops and angles / A sense of motion/movement / Elements of red and green in shots where possible.

## ILLUSTRATION

Illustration is an important part of our brand that really comes into its own in situations where photography isn't possible or appropriate.

Our illustrations should be fresh, original and even amusing without looking childish. Instead we use composition, style and colour to create an image that wouldn't be possible with photography.



# COLOURS

The following page outlines the Catering Mark colour palette and how it should be used.

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## COLOURS

Catering Mark colours are inspired by the real world. They're a key part of our identity and can announce our presence as effectively as our logo or name. If you need to use tints of colours, that's fine, but try to keep the number of different colours and tints to a minimum or everything will look like a rainbow.

Use the textured versions of our colours to add interest and dynamism to designs. However, these textures should never dominate; instead they should be used as sparingly as possible. Less is more.

### Primary

#### CM Red

C20 M11 Y100 K10  
R183 G25 B24



### Secondary

#### CM Grey

C10 M0 Y0 K25  
R191 G201 B206



#### CM Yellow

C14 M35 Y97 K0  
R224 G169 B15



#### CM Teal

C78 M38 Y51 K0  
R69 G133 B132



# TYPOGRAPHY

Typography helps our words look their best. Just as importantly it contributes to readability, and helps us get our message across with style and impact so we're always understood.

The following page outlines the Catering Mark typography and how it should be used.

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# TYPOGRAPHY

We use two different weights of Museo Slab for different purposes.

**Museo Slab 900** (Core headline weight, can be used as capitals)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Museo Slab 500** (Best used main text, for contrast in headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# EXAMPLES

This section shows how all the different elements of our brand come together to create effective, on-brand communications material.

All these examples use approved key message text within their body copy. When you're explaining a point using one of our key messages it's important you don't change the wording unless absolutely essential.

The linking text around these key messages and headlines that introduce a piece of comms aren't restrained in this way. Here you can use whatever words seem right provided they follow our tone of voice guidelines.

Please see the Marketing Support section of our website for marketing material, key messages and more: ([www.soilassociation.org/catering](http://www.soilassociation.org/catering)).



## BUILDING OUR COMMS

The curved swoosh at the bottom of our logo can be repurposed to act as a useful dividing device in our communications. It enables us to create different zones within a composition and highlight important information.



Example of pull-up banner stand



Our logo curve is mimicked in the distressed bottom edge of our communications:

### Portrait Example Template



# TABLE TALKER

This three-panel table talker shows our swoosh in action. In this example it helps our call to action and URL stand out at the bottom of the design.

Make sure all three panels employ a similar balance between text and image. Paragraphs of body copy should all have a similar word count.

Panel 1

**SOI Assured**  
FOOD FOR LIFE  
CATERING MARK

An independent endorsement of your food.

WE CAN TRACE OUR MEAT BACK TO THE FARM

FREE FROM CONTROVERSIAL INGREDIENTS

EVERY EGG IS A FREE RANGE EGG

**£3** RETURN ON EVERY £1 SPENT

**3** LEVELS OF ACCREDITATION

FARM ASSURED

**75%** of meals are freshly prepared

For more information about the meal you have eaten today, speak to your caterer at the venue or visit our website: [www.sosrt.org/catering](http://www.sosrt.org/catering)

Panel 2

**SOI Assured**  
FOOD FOR LIFE  
CATERING MARK

OUR EGGS ARE ALWAYS FREE RANGE

All eggs on Catering Mark menus come from hens which live in free range systems, meaning they have access to the outdoors, where they can exhibit natural behaviour.

For more information about the meal you have eaten today, speak to your caterer at the venue or visit our website: [www.sosrt.org/catering](http://www.sosrt.org/catering)

Panel 3

**SOI Assured**  
FOOD FOR LIFE  
CATERING MARK

SUSTAINABLE WE NEVER USE FISH ON THE MARINE CONSERVATION SOCIETY 'FISH TO AVOID' LIST

Catering Mark menus are free from endangered fish - as recognised by the Marine Conservation Society 'fish to avoid' list.

For more information about the meal you have eaten today, speak to your caterer at the venue or visit our website: [www.sosrt.org/catering](http://www.sosrt.org/catering)

## GRAPHIC POSTERS

These poster mockups show the watercolour texture in action.

Use it as a fill to add interest and movement to graphic shapes.

**Example size: A3**

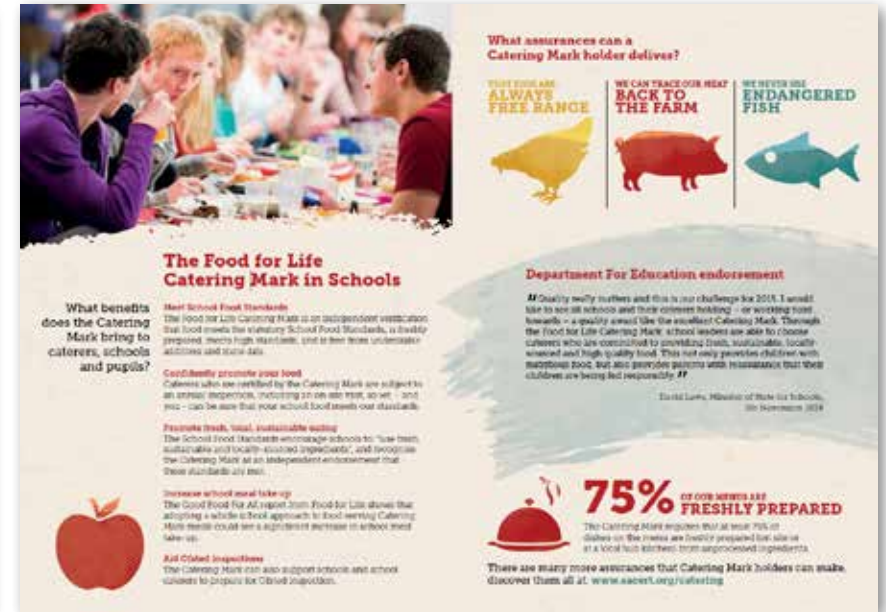
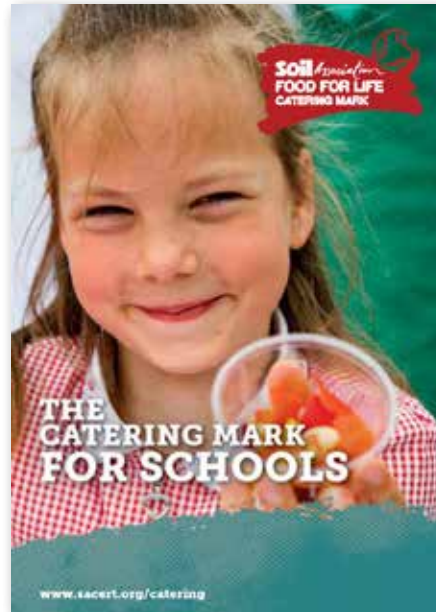


# A5 LEAFLET

Always keep to below 120 words per page – any more and your design may look cramped. Never include more than four calls to action in a single leaflet.

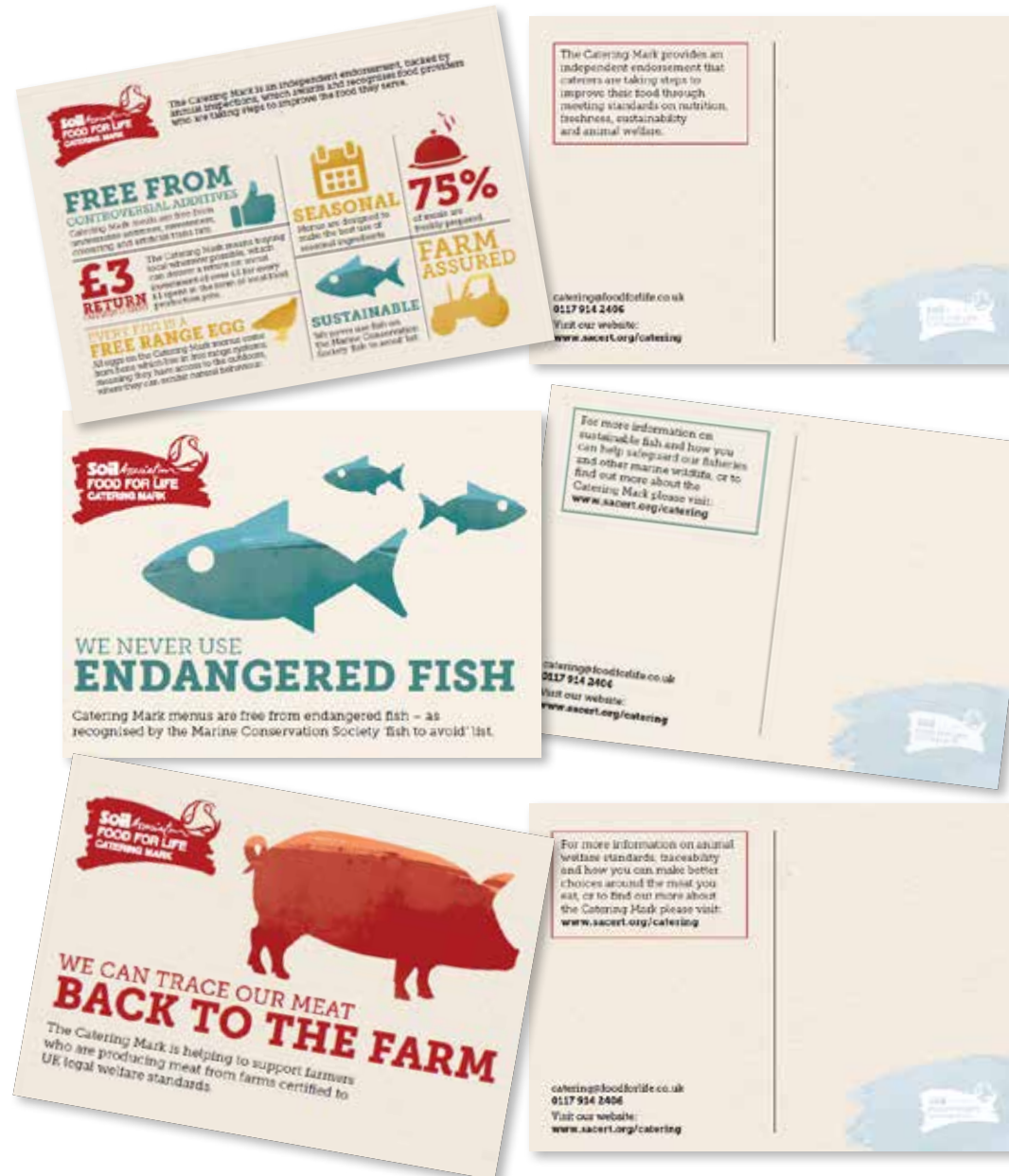
Example size: A5, 4 pages

These are examples of two sector-specific leaflets, for schools and workplace food.



# POSTCARDS

Example size: A6  
(148mm x 105mm)

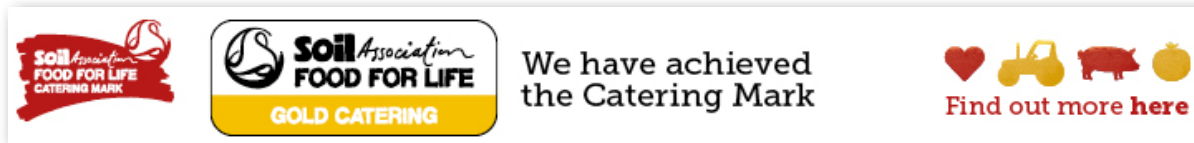


# WEB BANNERS

Leaderboard size: 728px x 90px

Half-page ad size: 300px x 600px

## Leaderboard Example



## Half-Page Ad Example



## INFOGRAPHIC POSTER

You can take individual elements of this poster and use them on their own. The reverse side of the postcards on the previous page use exactly this approach.

**Example size: A3**

**Soil Association**  
**FOOD FOR LIFE**  
**CATERING MARK**

**3 LEVELS OF ACCREDITATION**  
The Catering Mark starts at bronze before rising to silver and gold. Gaining bronze is a huge achievement that significantly improves food standards.

**SEASONAL**  
Menus are designed to make the best use of seasonal ingredients.

**75%**  
of meals are freshly prepared

**£3 RETURN ON EVERY £1 SPENT**  
The Catering Mark means buying local wherever possible, which can deliver a return on social investment of over £3 for every £1 spent in the form of local food production jobs.

**EVERY EGG IS A FREE RANGE EGG**  
All eggs on the Catering Mark menus come from hens which live in free range systems, meaning they have access to the outdoors, where they can exhibit natural behaviour.

**FARM ASSURED**  
We never use fish on the Marine Conservation Society 'fish to avoid' list.

**SUSTAINABLE**

**FREE FROM CONTROVERSIAL ADDITIVES**  
Catering Mark meals are free from undesirable additives, sweeteners, colouring and artificial trans fats.

**WE CAN TRACE OUR MEAT BACK TO THE FARM**  
The Catering Mark is helping to support farmers who are producing meat from farms certified to UK legal welfare standards.

To find out more about how the Catering Mark is improving your food visit: [www.soilassociation.org/catering](http://www.soilassociation.org/catering)



# REFERENCES

**The Catering Mark:** [www.soilassociation.org/catering](http://www.soilassociation.org/catering)

**Soil Association Food for Life:** [www.foodforlife.org.uk](http://www.foodforlife.org.uk)

**School Food Plan:** [www.schoolfoodplan.com](http://www.schoolfoodplan.com)

**School Food Standards Guidance:**  
[www.schoolfoodplan.com/wp-content/uploads/2015/01/School-Food-Standards-Guidance-FINAL-V3.pdf](http://www.schoolfoodplan.com/wp-content/uploads/2015/01/School-Food-Standards-Guidance-FINAL-V3.pdf)

**Scottish Government Nutrient-Based Standards for Food and Drink:**  
[www.gov.scot/Publications/2008/09/12090355/0](http://www.gov.scot/Publications/2008/09/12090355/0)

**Welsh Government's Healthy Eating in Schools Regulations:**  
[www.wlga.gov.uk/publications-and-consultation-responses-lll/the-healthy-eating-in-schools-evidence-guide-and-toolkit](http://www.wlga.gov.uk/publications-and-consultation-responses-lll/the-healthy-eating-in-schools-evidence-guide-and-toolkit)

**Plan for Public Procurement Balanced Scorecard:**  
[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/419245/balanced-scorecard-annotated-march2015.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/419245/balanced-scorecard-annotated-march2015.pdf)

**Hospital Food Standards Panel report:**  
[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/365960/20141013\\_Hospital\\_Food\\_Panel\\_Report\\_Complete\\_final\\_amended\\_for\\_website\\_oct\\_14\\_with\\_links.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/365960/20141013_Hospital_Food_Panel_Report_Complete_final_amended_for_website_oct_14_with_links.pdf)

**Government Buying Standards for Food & Catering:**  
[www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-food-and-catering-services](http://www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-food-and-catering-services)

**Scottish Government's Food in Hospitals: National Catering and Nutrition Specification for Food and Fluid Provision in Hospitals in Scotland:**  
[www.gov.scot/Resource/Doc/229423/0062185.pdf](http://www.gov.scot/Resource/Doc/229423/0062185.pdf)

**Welsh Government's All Wales Nutrition and Catering Standards for Food and Fluid Provision for Hospital Inpatients:**  
[gov.wales/docs/dhss/publications/120305nutritioncateringstandardsen.pdf](http://gov.wales/docs/dhss/publications/120305nutritioncateringstandardsen.pdf)

# OVER TO YOU

## **Food for Life Catering Mark**

Soil Association Certification  
South Plaza  
Marlborough Street  
Bristol  
BS1 3NX

0117 914 2406

[catering@foodforlife.org.uk](mailto:catering@foodforlife.org.uk)

[www.soilassociation.org/catering](http://www.soilassociation.org/catering)

## **Food for Life Catering Mark in Scotland**

3rd Floor, Osborne House  
Osborne Terrace  
Edinburgh  
EH12 5HG

0131 666 2474

[fpls@soilassociation.org](mailto:fpls@soilassociation.org)

[www.soilassociation.org/](http://www.soilassociation.org/)

[foodforlifescotland/cateringmark](http://foodforlifescotland/cateringmark)

