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# Your guide to Good Food in Camden



Table of contents

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**What this guide is about and who it is for** 4

---

**What is Good Food and why choose it?** 5

---

**How to buy Good Food for your organisation** 6

---

**Sources of support and information  
for buying Good Food** 8

Top tips on Good Food:

- 8 tips for eating well
- The eatwell plate
- Camden's sustainable food guidelines

Directory of Good Food suppliers

---

**Pullout charts for your organisation** 13

Good Food logos wall chart

Marine Conservation Society Good Fish Guide

Seasonal calendar wall chart



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## What is this guide about?

This guide explains what Good Food is and where to get it in Camden and the surrounding area. It includes a directory of suppliers detailing where you and your organisation can buy Good Food on a scale according to your needs and a list of easy and simple steps your organisation can take to buy Good Food for your workforce or customers.

This guide includes:

- what Good Food is and how to buy it for your organisation
- a directory of suppliers you can use to buy Good Food in Camden and the surrounding area
- a Good Food logos wall chart to help you understand what different logos mean
- a Good Fish guide produced by the Marine Conservation Society to help you choose sustainably sourced fish
- a seasonal calendar wall chart to help you identify what foods are in season at different times

## Who is the guide for?

The guide is for anyone in your organisation that buys food or drink for your workforce or customers. You could be the catering manager, conference organiser, restaurant owner or the person who buys the milk for your office.

The guide can help you buy Good Food and improve the health of your employees, customers and organisation at the same time.

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## What is Good Food and why choose it?

Good Food is food that's good for your health, good quality and affordable without having a negative impact on the environment. It is food that has been produced, processed and bought and sold in ways that:

- protect the environment
- support the local economy – Good Food is grown or reared locally
- encourage a healthy balanced diet



## How to buy Good Food for your organisation

Here are six simple steps you can take to introduce Good Food into your organisation:

1. Look at the food your organisation buys. Is there already Good Food being purchased? Set yourself a baseline of where you are currently at so you can record your progress.
2. Make a business case: once you've decided to change the way you buy food in your organisation, get support for this at a senior level. Try to explain what the benefits are.
3. Think about developing a healthy eating policy for your organisation to support and encourage employees to make healthy eating choices to improve their health and wellbeing. For more information visit [www.camden.nhs.uk/workingwell](http://www.camden.nhs.uk/workingwell) or email [workingwell@camdenpct.nhs.uk](mailto:workingwell@camdenpct.nhs.uk)
4. Build a relationship with food suppliers. First, discuss what you are looking for with your existing suppliers. If they are unable to supply it, you may need to look elsewhere (see page 12 - Directory of suppliers).



5. Get everyone involved and tell them what you're doing and why. Promote Good Food to your colleagues and customers by, for example, displaying literature explaining where the food comes from and why it has been chosen.
6. Celebrate your success. Compare the food you used to buy to the food you buy now. Tell your customers, staff and inform the local press. For example, you can demonstrate how your organisation or business is supporting local food growing businesses. Following this, ask yourself, what can we do next?

For more information on buying sustainable food and help with the steps above visit [www.sefgp.co.uk](http://www.sefgp.co.uk) for 'The Getting Started Guide.'

## Sources of support and information for buying Good Food

In this section you'll find information on healthy eating and sustainable food as well as practical information on where to buy Good Food in Camden and the surrounding area.

### Top tips on Good Food

Good Food combines both healthy and sustainable food, so it is essential to consider both aspects when purchasing food for your organisation.

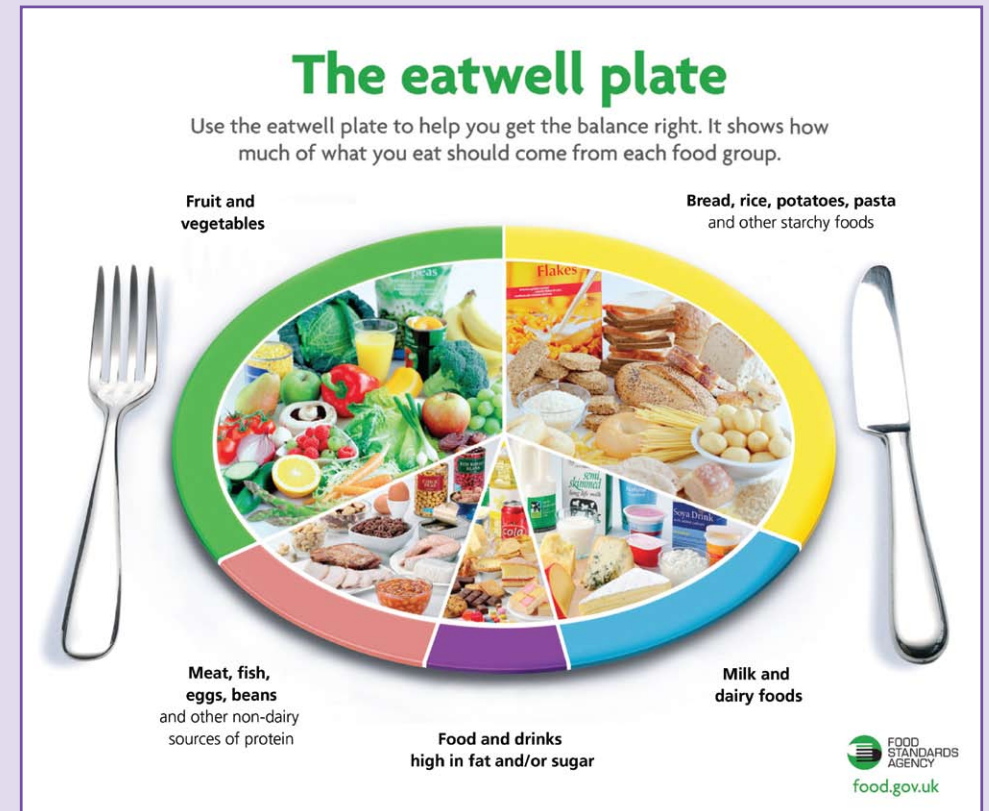
#### 8 tips for eating well

The Food Standards Agency (FSA) has produced 8 tips for eating well to provide you with practical tips to help you make healthier choices:

1. Base your meals on starchy foods
2. Eat lots of fruit and veg
3. Eat more fish
4. Cut down on saturated fat and sugar
5. Try to eat less salt – no more than 6g a day
6. Get active and try to be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast

### The eatwell plate

The FSA has also produced the eatwell plate which shows the types and proportions of foods we need to have a healthy and well balanced diet.



Visit [www.eatwell.gov.uk](http://www.eatwell.gov.uk) for more information

## Camden's sustainable food guidelines

The following guidelines provide tips for organisations and individuals on how to eat more sustainably:

- Use local, seasonally available ingredients as standard, to minimise energy used in food production, transport and storage.
- Choose food from farming systems that minimise harm to the environment, such as certified free range or organic produce (see Good Food logos wall chart).
- Ensure that meat, dairy products and eggs are produced to high environmental and animal welfare standards.
- Exclude fish species identified as most 'at risk' by the Marine Conservation Society, and choose fish only from sustainable sources - such as those accredited by the Marine Stewardship Council (see MCS pocket guide).
- Choose Fairtrade-certified products for foods and drinks imported from poorer countries, to ensure a fair deal for disadvantaged producers.
- Limit bottled water and instead serve plain or filtered tap water in reusable jugs or bottles, to minimise transport and packaging waste.
- Promote health and well-being by cooking with generous portions of vegetables, fruit and starchy staples like wholegrains, cutting down on salt, fats and oils, and cutting out artificial additives.



For more information on sustainable food visit [www.sustainweb.org/sustainablefood](http://www.sustainweb.org/sustainablefood)

## Directory of Good Food suppliers

The following is a link to an online resource of suppliers, wholesalers, foodservice providers and farmers from in and around Camden who can supply fresh, seasonal produce on a scale according to your needs.

[www.camden.gov.uk/food](http://www.camden.gov.uk/food)

Where the directory refers to local produce, this means produce that is grown, reared or caught within 100 miles of London.

We've indicated how each supplier is sustainable with an:

**'O'** for organic. This is produce that is grown free from pesticides and artificial chemical fertilizers; free from animal cruelty and free from GM animal feed.

**'S'** for seasonal. This is a supplier that sells produce that is grown naturally in the UK and sold as fresh, within the season it is grown.

**'F'** for Fairtrade. Fairtrade is an internationally recognised approach to trading which aims to ensure that producers in poor countries get a fair deal. A fair deal includes a fair price for goods and services, decent working conditions, and a commitment from buyers so that there is reasonable security for the producers.

**'M'** for MSC (Marine Stewardship Council) fish. This indicates fish that has been accredited by an independent third party to be from a sustainable source.

### Disclaimer

The directory is intended as a guide only; it is not intended as an inclusive list and nothing within these pages is intended to imply that these businesses are recommended or approved by NHS Camden, Camden Council or Sustain. Whilst efforts have been made to ensure all the information is correct no responsibility is accepted in the unlikely event that any of the information provided is flawed.

## Pullout charts for your organisation

### Good Food logos wall chart

In the back of this book you will find a Good Food logos wall chart which will help you understand the different logos that you can find on Good Food products. This wall chart may be displayed in the office of the food purchaser, or in the workplace for employees to read and learn more about Good Food.

### What they represent Logos

#### Healthy eating



#### Sustainability & animal welfare



#### Ethically traded produce



#### British produce



#### Organic



## Marine Conservation Society Good Fish Guide

You will find the Marine Conservation Society's (MCS) pocket Good Fish Guide at the back of this booklet. The MCS is the UK's leading charity for the protection of our seas, shores and wildlife. Their Good Fish Guide can help you choose sustainable seafood by indicating which fish can be eaten freely, with caution and which should be avoided.

## Seasonal calendar wall chart

The seasonal wall chart calendar at the back of this booklet indicates when specific fruits, vegetables, salad, meat and fish are grown and then sold as fresh, within the season they naturally grow in the UK.

For hard copies of any of the above, contact:  
[sustain@sustainweb.org](mailto:sustain@sustainweb.org)



This guide is part of Good Food for Camden: the healthy and sustainable food strategy, funded by NHS Camden and working in partnership with Camden Council and Sustain: the alliance for better food and farming.

For more information on eating well and access to the Good Food strategy, visit [www.camden.nhs.uk/eatingwell](http://www.camden.nhs.uk/eatingwell)

For more information on environmental sustainability visit [www.camden.gov.uk/smallsteps](http://www.camden.gov.uk/smallsteps)

