

How to run a Feel Good Food Day

Why Feel Good Food Days?

Feel Good Food Days are an easy way to introduce some new delicious, healthy and sustainable food into your meals for the benefit of your staff, customers and the planet. Feel Good Food Days are an opportunity to showcase more seasonal fruit and vegetables, fish from sustainable stocks, higher animal welfare dairy produce, and less but better quality meat. .

Our experience has shown that your catering staff will get more job satisfaction from learning about ethical and sustainable food, being involved in how it is incorporated in menus, and making their good work visible to your customers.

How do Feel Good Food Days work?

A typical Feel Good Food Day would have dishes which have:

1. a 'less but better meat' and/ or
2. a sustainable fish dish and /or
3. a seasonal vegetarian dish

The 'better' in 'less but better meat' means higher welfare/organic meat with any increase in costs being off-set by using smaller quantities of meat. Meal portions stay the same size, as the reduced quantity of meat is replaced by more vegetables, pulses, beans or other plant-based foods, in line with healthy eating guidelines.

For more information, please refer to:

- Feel Good Food Day Menu Guidance
- Feel Good Food Day Less Meat Meal Ideas
- 'Serving Up Sustainability - a guide to sustainable food for restaurants and caterers' www.sustainweb.org/sustainablefood/

How is a Feel Good Food Day different from 'meat free' and 'low carbon' days?

The main focus of a Feel Good Food Day is to improve the quality of meat provided in your organisation, rather than remove meat from your menu. This will mean serving meat from animals that have been reared to higher levels of animal welfare and in accordance with standards that reduce the impact on the environment. A key additional benefit of this approach is that meals with more vegetables, bean and pulses are healthier and cheaper. , The phrase 'low carbon' does not really cover this breadth of ethical and social issues.

What do I have to do?

1. Decide on a date to run your Feel Good Food Day (6- 8 weeks in advance depending on how quickly to you might need to order in special foods)
2. Decide on the menu (see the Feel Good Food Day Menu Guidance and Feel Good Food Day Less Meat Meal Ideas)

3. Check with your suppliers (or see our Ethical Eats website for guidance on suppliers. www.sustainweb.org/ethicaleats/). We have found the most successful Feel Good Food Days provided a modest number of main meal options – for instance, one meat, one fish and one vegetarian dish may be enough.
4. Once the date and menu have been set then we would encourage you to **promote** the Feel Good Day as much as possible! You might want to use a poster (see our Feel Good Food Day poster idea). You can also use e-flyers, table talkers and articles via your internal communications team and it's a good idea to use photos for publicity.
5. Brief your staff so they can join in and support the Feel Good Food Day promotion. The earlier you involve them in developing Feel Good Food Day ideas, the more job satisfaction and pride they are likely to take in promoting the sustainability of the food served.
6. Make a presentation stall. You may want to use our materials such as 'Eat well and save the planet! A consumer guide to sustainable food' (see <http://www.sustainweb.org/sustainablefood/>) and /or contact Compassion in World Farming, World Wildlife Fund, or RSPCA Freedom Foods if you are using their recommended products.
7. Encourage customer surveys (see our Feel Good Food Day Customer Feedback Survey Template for guidance). You may want to brief your staff to prompt customers to complete survey forms and request feedback about the new dishes. This not only provides information to improve what you do, but is also a way of engaging your customers in the sustainability of their food. You may wish to encourage survey responses with a prize draw or a free beverage with every form submitted.

In summary, the four factors which will make your Feel Good Food Day a success are:

- Advanced menu and supplier planning
- Briefing and involving staff
- Energetic and positive promotion
- Getting feedback