



2015: 1,5 earth



The average  
Dutch person



# If everyone would live like this:



# Started as a supplier of the Westfriesgasthuis:





# Taken steps



**#1**

Watch the kitchen



**#2**

Recommendations at product level from concept menus



**#3**

Westfriesgasthuis determines the pace



**#4**

Get used to each other and build confidence and trust



**#5**

Think along with the communications Department



**#6**

What more could we do together?

# Assumptions



Bringing foodwaste back from 40% to 5% = 35% less purchase



Improved fresh nutrition



Building the dish around the vegetables



Four Seasons

Because of regional cooperation, we accomplished to reduce our CO2 emissions by 86% in comparison to colleagues in the same sector.



CO2-emissions -86%







Food miles -76%

Atlantis  
Handelshuis  
reduced its  
food miles  
with -76%,  
due to  
regional  
cooperation in  
Noord-  
Holland





**Theory of change**

**Suppliers**



# Solving the problem

- Sustainable healthy nutrition by providing a short transparent chain for health care
- Bringing together supply (agriculture) and demand (health care)



# Key audience

- Local farmers and growers
- Manufacturers
- Suppliers





# Key assumptions



Results in: selfsufficient and more social regions



From export towards a regional market



The current food system is unsustainable



A need for sound management



Measuring this impact by the appropriate indicators will provide substantiated claims



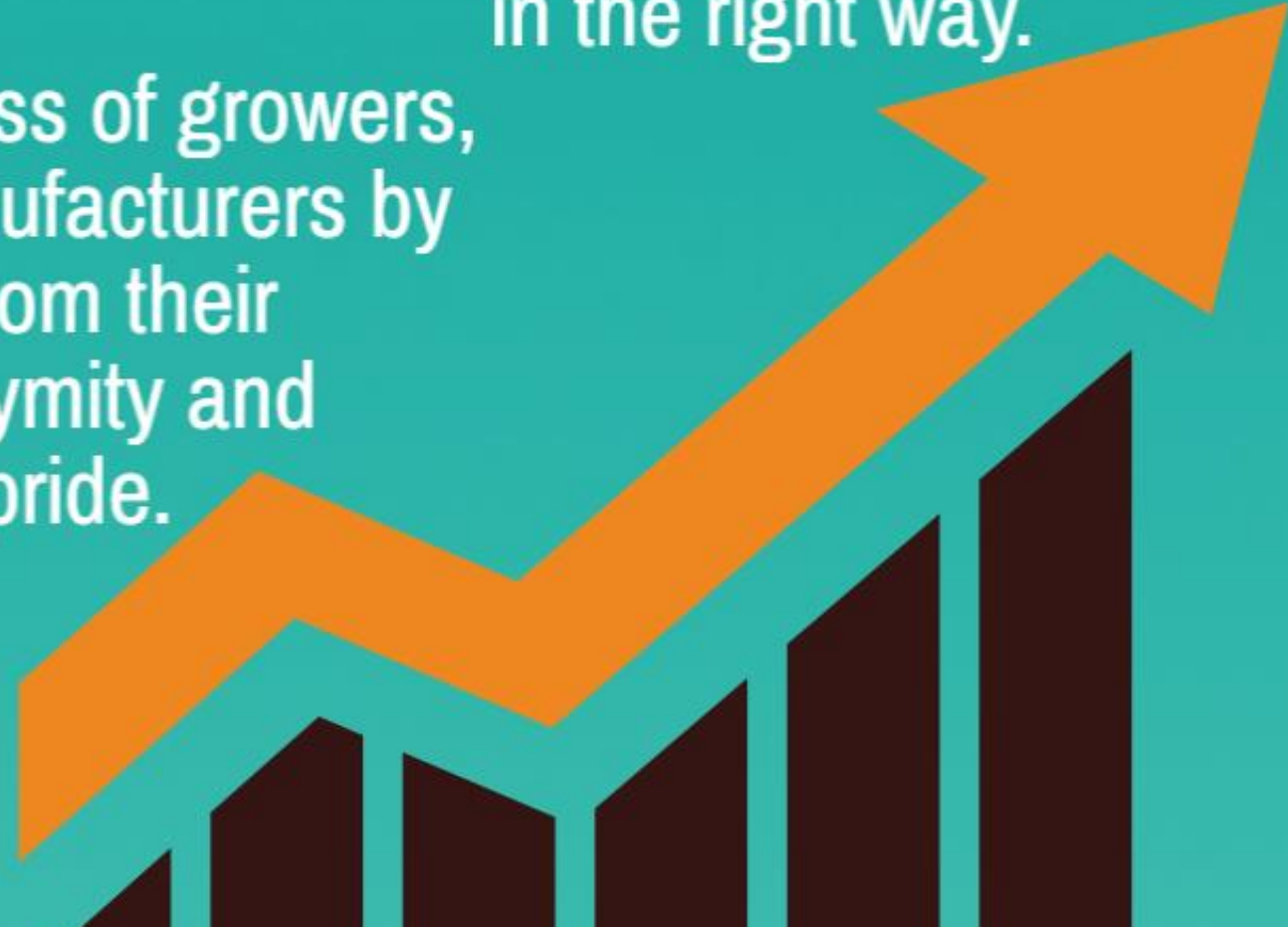
There is a need for young farmers/growers who want to take over companies

# Needed steps

Helping them in supplying their product in the right way.

Raising awareness of growers, farmers and manufacturers by removing them from their situation of anonymity and stimulating their pride.

Closing a regional production chain.





# Impact



- Less emissions due to short links between chains
- Fewer traffic jams
- Less depopulation
- Traditional and organic comes closer together
- Healthy regional economy
- A greater pride in the regional agricultural production
- Promotion of sustainable behaviour
- Greater use of social work



# Wider benefits



- Improved production
- Improved nutritional values
- Innovations
- Business succession by young farmers
- A new confidence in our food

# Wider benefits

## Sustainable purchasing



- Sustainable purchasing (in food) within two years to a minimum of 10%
- Family and other relationships of patients and clients will stay for meals more frequently, what will result in:
  - More quality time with family and other relationships of patients and clients
  - Higher profits due to more sales volume







**Theory of change**

**Health care**



# The problem

- Low food quality of supplied food within health care
- High level of food wastage
- Diet-related diseases manifest themselves



30-40% food wastage



# Key audience

- Health care institutions
- Patients and clients
- Hospitals





# Key Assumptions



Food wastage < 10% procurement +  
20-30%



Improved fresh nutrition



At this moment we are the only  
wholesaler with a regional short  
transparent chain



Substantiation of the integrated  
approach will persuade directors and  
managers



There is a need for affordable,  
viable and qualitative health care



Eating good and tasty food  
together = Quality-Time for  
patients/clients and relations

# Needed steps

The measurement of  
returns

Procurements should be  
restructured

Adopting an integrated  
approach





# Impact

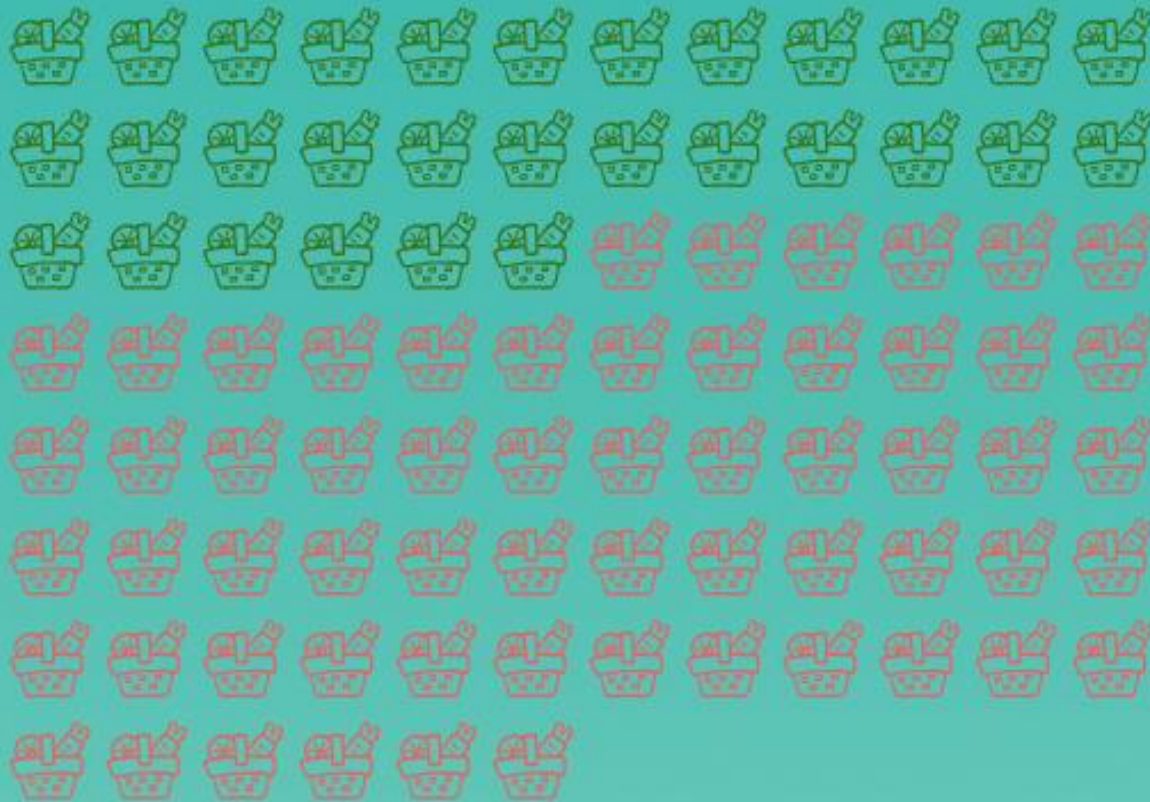


- Higher meal satisfaction
- Faster recovery
- More vital elderly
- Better taste (due to offering direction and optimisation)
- Less loneliness
- Less obesity and malnutrition
- Lower medicine consumption
- Less waste
- Preserving jobs



# Wider benefits

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# Long term goal



- Economically sustainable regions which are selfsufficient, social and far less dependent
- The traditional and organic worlds are merging
- Being 'Fair Trade' in our own country. We pay a fair price for a fair product!
- A sustainable health care system

Thank you for  
your attention

