

coretalk



healthy living award
the sign of healthier food

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Welcome to coretalk

It's hard to believe that the **healthy living award** is enjoying its fifth birthday this year. Five years on and the award continues to grow, with over 1400 awards now presented and more and more businesses progressing on to the **healthy living award plus**. As we reflect on our first five years it is also important that we look forward. In this edition of **coretalk** you can read about our plans for the coming months. And as we look ahead, it is fitting that the **healthy living award** itself has been recognised for the important work that we are doing; read more in our Nibbles section.

What's cooking?

Five years on and looking to the future

Five years on from the beginning of the **healthy living award**, it's a good chance to look back at the sheer variety of sites that have gained the award over that period. See our selection of photos of just a few of our award winners, here and over the page.

Looking to the future, new European legislation on health claims labelling has compelled us to make changes to the way in which healthier options are promoted to customers, and work to introduce these changes is well underway.

Eight pilot sites are currently testing the revised criteria, and will soon go through a mock assessment when minor changes to the assessment process and paperwork will be tried out. Caterers at the pilot sites will then complete a feedback questionnaire to give us their thoughts on the whole process and bring to light any difficulties. This will give us an opportunity to make any changes necessary before the new criteria and assessment process are finalised.

The new rules mean that caterers will no longer be able to highlight healthier choices on the menu, so we are seeking new ways to promote healthy eating within catering establishments. More emphasis will be placed on the overall award branding, which will



Almond Valley Heritage Trust



City of Glasgow College



Balbir's

What's cooking? (Continued)



Victoria Hospital



Streetlife Fare



Scottish Crop Research Institute



OKI

remain, as well as on key messages for caterers to convey to their customers.

We have engaged a creative agency to develop these key messages, which will highlight the changes that businesses have made to the food they serve, as well as what they've done to achieve the award. This agency is working with the pilot sites to come up with ideas that will work effectively in real settings. They are also busy developing attractive new resources that caterers can use to promote the fact that they hold the award, as well as advertising concepts aimed at caterers and consumers.

We plan to re-launch the award with all the changes in place in the autumn. We will then be pushing ahead to encourage even more caterers to come on board, coupled with a new campaign to raise awareness among consumers.

We look forward to the next five years, with an even stronger and better award for caterers in Scotland!



Aberdeen caterers



Currie Rugby Football Club



Sam's Chinese Cuisine



NHS Ayrshire & Arran

Nibbles

Healthyliving award shortlisted in food industry awards

The **healthyliving award** team is thrilled to have reached the finals of the prestigious UK-wide IGD Food Industry Awards 2011. Consumer Focus Scotland, which manages and delivers the **healthyliving award**, has been shortlisted in the Nestlé Wellness Award category, along with big-name companies such as Mars Food UK and Sainsburys.

The Nestlé Wellness Award is given to a company or organisation that has made a real impact in making healthier eating and drinking easier for consumers and thus improving public health in the UK.

The next stage of the competition is the final judging session in September, when we will present to a panel of experts. The results will be announced at a ceremony in London in October.

Wish us luck!

News bites

Older people eating well

By Sue Rawcliffe, National Development Officer, Community Food and Health Scotland

Community Food and Health (Scotland) has just published some case studies of lunch clubs in Scotland. *A Bite and a Blether* shows that lunch clubs are important in helping older people living at home in the community to eat well and are highly rated by their members.

They are all organised slightly differently and some get more support than others, but they all share the same two basic ingredients – a meal and a chance to sit down with others to have a chat. For some of the club members, meeting for lunch is the only time in the week when they get a freshly cooked meal and sit down with others to eat.

The food is important and many lunch clubs are now looking to offer healthy choices. Some operate from community cafes that already have the **healthyliving award** and others work to ensure that the food they offer is as healthy as possible.

The Sunlite Cafe in Stirling is planning to offer a healthy take on a fish tea to a lunch club that meets in their cafe. The fish will be dipped in egg, coated in homemade breadcrumbs and roasted in the oven using no fat whatsoever. Traditional chips will be replaced by homemade potato wedges seasoned with pepper (not salt) and also roasted in the oven.

In Alyth in Perth and Kinross, the Senior Citizen's Lunch and Socialising Club, has limited cooking facilities so they concentrate on simple, healthy food that can be prepared relatively easily. This is usually a wholesome soup and filled rolls.

The case studies support a national study by CFHS and Consumer Focus Scotland into food services for older people living at home in Scotland. This found a lot of variation across the country as to what is on offer to older people who need support to eat well. A report, *Meals and Messages*, based on the study makes recommendations for action by the Scottish Government, local authorities and local communities.

Both reports are available at www.communityfoodandhealth.org.uk



Table talk

Awards are flourishing for Eddie

Congratulations to Eddie McGinty and his catering team at Flourish House for winning the prestigious Healthier Scotland Award at the recent CIS Excellence Awards.

Flourish House is an independent charity that enables people with mental health difficulties to gain a sense of purpose and wellbeing.

Eddie and his team, who already hold the **healthyliving award**, were delighted to win and to see their hard work in promoting healthy choices recognised in this way.

For further details see www.cis-excellenceawards.com.



*Eddie McGinty with Claire Brown,
HLA Project Manager*

Tasty morsels

Promoting healthy eating – tips for caterers

As reported in this and previous issues of **coretalk**, due to new European legislation, as a caterer you will soon be unable to label specific **healthyliving choices** with the apple logo on menus or at servery areas. However we do still expect you to make good use of our other resources, such as posters, to promote the **healthyliving award** within your establishment. If you already hold the award you must still display your current certificate and award charter.

We would encourage you to inform your customers of healthier cooking methods or ingredients that you use by making information posters. Some good examples include;

- 'We only use low-fat milk'
- 'We only use reduced fat mayonnaise'
- 'We only use lower-fat cheese'
- 'We grill all breakfast items'
- 'All of our sandwiches are made using a reduced fat spread'
- 'Contains 1 of your 5-a-day'

Other ways you can promote the **healthyliving choices** include:

- Grouping healthyliving drinks, snacks or bakery items together and displaying at eye level
- Displaying healthyliving dishes at the top of the menu or the front of the servery
- Positioning fresh fruit where it is easily seen by your customers

You can find more healthyliving promotion ideas in section 3 of your guidance folder.

A flavour of ...

Hot smoked salmon and puy lentil aubergine based tarts – Makes 12 tarts

Recipe courtesy of Natalie Carlton, **healthyliving award** assessor

Ingredients:

50g puy lentils
2 aubergines
50g low fat cream cheese
2 free range eggs, beaten
200g hot smoked salmon, flaked (approximately 2 fillets)
1 small white onion, finely chopped
Bunch of fresh coriander, finely chopped
Cracked black pepper
Can of olive oil spray

Method:

1. Preheat oven to 170°C, gas mark 3.
2. Cook the lentils in 300mls of cold water for 20 minutes until soft. Drain and leave to cool.
3. Meanwhile, prepare the aubergines. Heat a griddle pan until very hot. Cut aubergines into 1/2-inch slices and lay out on a large flat surface such as a baking pan. Spray lightly with olive oil on both sides. Cook the slices on the griddle pan, covered, for 4 minutes on each side, until they are nicely browned and softened.
4. While the aubergine is grilling, lightly stir-fry the onion for 3 minutes in a saucepan with a light spray of the oil, without colouring.

Making the tart:

1. Place the slices of aubergine in 12 individual tartlet tins and press down firmly.
2. Add a spoonful of the onions, then lentils, followed by a piece of hot smoked salmon.
3. Combine the cream cheese with the beaten eggs, beat well and season with pepper and approx 3 tablespoons of the chopped coriander.
4. Pour into the tartlet tins.
5. Bake for 10-15 minutes.
6. Garnish with remaining coriander.

Serve with crusty bread and a side salad for a delicious starter or light meal.



Sowing the seeds

Healthy appetites down on the farm

For an action-packed family day out this summer, a great place to go is Heads of Ayr Farm Park, near Alloway. With nearly 50 different types of animals to meet, touch and feed, as well as a host of indoor and outdoor activities for children of all ages, you can easily spend a whole day here whatever the weather.

And if all that activity makes you hungry, where better to head for than the on-site snack bar, which is one of the latest winners of the **healthyliving award**.



Scott Mulveny and his catering team

When catering manager Scott Mulveny and Farm Park owners Craig and Edna Rankin heard about the award they liked the idea, which fitted in well with their commitment to use local produce and suppliers whenever possible. Together they reviewed the menus, and Scott and his team introduced a variety of dishes including homemade soup, salads, baked potatoes and sandwiches.

Scott explained some of the changes they made to achieve the award: “The main thing was to add more healthy options for kids in particular, such as baked potatoes and salads which have proved to be very popular, especially on a summer’s day. We also changed our yoghurts to versions containing less fat and sugar, and introduced pure fruit juice and plenty of fruit.”

“We are open from Easter till October, attracting families and school groups from a wide area. We have visitors from all over the UK, as well as some from abroad. The **healthyliving award** allows us to give our visitors a choice, so we still offer things like burgers and chips, although these are sourced from a local supplier and cooked in a healthier way. We do our utmost to provide a variety of healthy, tasty and affordable options for all members of the family.”

“We are always on the lookout for more local producers and suppliers, as this way we know the quality is second to none and the produce, for example meat, is traceable.”

“The whole process of achieving the **healthyliving award** has been great, and it’s a good thing to have. It helps to promote the farm park and highlights that we’ve made the effort for our customers. It’s been a real team effort, and especially good for the younger members of staff who can see their hard work really paying off.”

For opening hours and further details visit
www.headsofayrfarmpark.co.uk.

www.healthylivingaward.co.uk



60 second microbes

Carol Wright (pictured, centre) is Cafe Manager at Support in Mind Scotland's Charlie Reid Centre, which provides a range of support for adults affected by mental health problems. Carol told us what she thinks of the award and the benefits it has brought.



Q. What were your main reasons for applying for the healthy living award?

A. I was in the process of reducing the cafe menu, and after finding out about the award, I decided I would reduce the menu to a healthy option menu. This would provide healthier options for our members and we also thought it would be great for advertising. We also thought the award would demonstrate to our customers our commitment to healthy eating and that we care about purchasing fresh healthy food for our menu.

Q. Do you feel working towards and achieving the healthy living award has been worthwhile?

A. Yes. We have always cooked with fresh ingredients but never have we received so many compliments about how much our customers have enjoyed their food.

Q. Would you recommend the healthy living award to other caterers?

A. Absolutely, not only are we providing healthy food, but sales, customers, profits, and staff motivation have all improved.

Dates for your diary

Gut week

22 – 28 August

www.loveyourgut.com/gut-week/

Scottish Food & Drink Fortnight

3 – 18 September

www.scottishfoodanddrinkfortnight.co.uk

World Heart Day

29 September

www.world-heart-federation.org

Federation of City Farms & Community Gardens

National networking event

7 October

www.farmgarden.org.uk/farms-gardens/your-region/scotland/506-news-a-events

Community Food & Health Scotland

Annual networking conference

3 November, Dunfermline

www.communityfoodandhealth.org.uk

Health Facilities Scotland - Scottish Healthcare Conference

3-4 November, Crieff

www.hfs.scot.nhs.uk/conference



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