

Vision for Food & Beverage 2021|2026 summarised

Healthy, sustainable and inclusive!



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WAGENINGEN
UNIVERSITY & RESEARCH

Introduction

Within the context of the Wageningen University & Research Strategic Plan – WUR's vision for circular operational management and social developments – WUR regards the themes *Healthy, Sustainable* and *Inclusive* as the three cornerstones of all its Food & Beverage provision.

These three themes are therefore the yardstick for all catering facilities and activities commissioned by WUR. Accordingly, this vision applies to catering facilities, banqueting, event catering, dining facilities, hot and cold drinks facilities and vending machines.

Wageningen University & Research pursues progressive ambitions to make all its Food & Beverage offerings *Healthy, Sustainable* and *Inclusive*.

WUR challenges itself and its partners to make the greatest possible positive environmental and social impact and to continue to develop.

To give concrete form to the three cornerstones for these facilities and activities, *Healthy, Sustainable* and *Inclusive*, they have been translated into eight principles which originate from the context of the WUR Strategic Plan.

Factored into all considerations is the fact that the vision for Food & Beverage embodies a practical realism in terms of availability, feasibility, quality and flavour.



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Explanation of the three cornerstones Healthy, Sustainable and Inclusive

All Food & Beverage services offered at WUR have an impact, both social and environmental. It is our mission to keep that impact as positive as possible by achieving a balance between the cornerstones *Healthy, Sustainable* and *Inclusive*.

Healthy, Sustainable and Inclusive

Wageningen University & Research recognises the importance of keeping its staff physically and mentally healthy. The Vital@work programme provides activities and facilities designed to enable work to be done in good working conditions. Healthy food is an indispensable part of this.

In this vision, sustainability is defined as 'developments that meet the needs of the current generation without compromising the opportunities of future generations to

meet their own needs'. In all of this, it is important to achieve an ideal balance between environmental, economic and social interests that can be translated into careful consideration for the welfare of humans and animals, fair trade, nature and the environment. In line with WUR's ambitions in respect of circular operational management, all the supply chain partners involved in Food & Beverage will also work together to deliver optimal performance on the ladder of circularity strategies.

The social impact of our Food & Beverage provision is characterised by the term 'inclusive'. What we mean by inclusiveness is enabling everyone to connect, and we do this by creating opportunities for people at a disadvantage in the job market, by literally making space for people with disabilities and by opting to create a Food & Beverage environment and offering that makes everyone feel welcome.



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The three cornerstones *Healthy, Sustainable and Inclusive* can be given concrete form in this vision in the following eight principles:

- 1 [Healthy and vibrant](#)
- 2 [Protein transition](#)
- 3 [Food waste](#)
- 4 [Seasonal, fresh and regional](#)
- 5 [Sustainable operational management](#)
- 6 [Packaging aware](#)
- 7 [Innovative](#)
- 8 [Inclusiveness as a core value](#)

These eight guiding principles flesh out the above cornerstones by formulating concrete objectives and ambitions in them, making the concepts of Healthy, Sustainable and Inclusive concrete, influenceable and measurable.



1 Healthy and vibrant

The Food & Beverage offering in WUR buildings encourages people to make choices in line with the guidelines of the Health Council of the Netherlands, as illustrated in the Dutch Nutrition Centre's Wheel of Five food pyramid plate. Where possible, our offering goes further than that. However, it is important to continue to meet the expectations and needs of users whilst at the same time choosing the most sustainable option.

2 Protein transition

Encouraging and facilitating the protein transition in a positive way has a positive impact on both our health and the environment. WUR endorses the widely supported ambitions for a ratio between animal and plant-based protein of at least 50:50 in 2025 and 60:40 in 2050, in accordance with the [Transitieagenda Biomassa & Voedsel](#) (Biomass and Food Transition Agenda).

We want to make it easy and logical for all guests and customers of our Food & Beverage facilities to choose plant-based options more often. Adapting the food environment and responding to existing routines will structurally anchor this healthy and sustainable choice in eating and drinking patterns and will make plant-based protein the norm.

3 Food waste

Reducing food waste makes a positive contribution to the climate and the world's food supply. WUR wants to combat food waste in food production, its own food offering and with the consumer. In line with [Sustainable Development Goal 12, 'Sustainable Consumption and Production'](#), WUR is striving to achieve at least a 50 per cent reduction in consumer and catering food waste by 2030. Preventing food waste calls for a concerted effort across the whole supply chain. WUR wants



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to work with its catering partners to consciously reduce food waste. This collaboration is carried out in close contact with our primary process.

4 Seasonal, fresh and regional

The health, sustainability and inclusiveness of our food are greatly influenced by keeping the supply chain short and ensuring that links in the chain choose seasonal, fresh and regional products and ingredients wherever possible. The use of quality labels relating to fair trade, nature, the environment and provenance is a useful tool in achieving this. WUR requires its F&B providers to consciously select products and ingredients with a low environmental impact. Transparency on food provenance and production methods is essential.

5 Sustainable operational management

Partners with whom WUR collaborates in its Food & Beverage services should be ambitious when it comes to sustainable and circular operational management. They should achieve a good balance between social, environmental and economic interests in their businesses. Partners should invest and provide encouragement in order to do business as sustainably as possible. F&B businesses should take steps to prevent modern slavery in their supply chain; they should be demonstrably active in water, energy and raw material management and should be committed to a circular production method in the food chain.

6 Packaging aware

Throughout the whole F&B supply chain, WUR will work with its partners to avoid unnecessary packaging, compound

packaging and the use of plastics and disposables, and to place emphasis on the use of reusables or possibly glass. Businesses should reduce the amount of avoidable waste by working with their suppliers to identify alternatives. Where packaging or the use of plastics is unavoidable for hygiene or food safety reasons, they should choose variants with the lowest environmental impact.

7 Innovative

In all the principles defined by WUR to make its Food & Beverage offerings *Healthy, Sustainable* and *Inclusive*, the ability to innovate is extremely valuable. WUR's F&B partners should stand out for their innovative initiatives in sustainability and healthy food. They will have proved their worth in collaborating with research and education in the area of Food & Beverage. They will have the energy and enthusiasm for participating in projects and pilot schemes, for example in collaboration with our food start-ups. Our partners will also have access to networks that are brought into the partnership.

8 Inclusiveness as a core value

In order to increase its social impact, WUR requires its partners to embrace inclusiveness as a core value. Besides helping people on the sidelines to permanently integrate (social return), this also calls for space to be provided for the needs of different target groups, cultures and eating preferences, and for those needs to be met. Our catering facilities will therefore be physically accessible, affordable and safe, but also tasteful and inviting.



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The eight principles of healthy, sustainable and inclusive Food & Beverage provision play a key role in defining our offering, operational management and processes, our physical space and resources, staffing and the form of partnership we enter into with our partners, thereby giving the universal concepts of healthy food, sustainability and inclusiveness meaning and direction for their use at WUR.

Offering

Our Food & Beverage offering is a good reflection of what WUR is aiming for and the message we want to put across: our food offering will follow the eight principles and will therefore be fresh, healthy and based predominantly around plant-based protein. Food and ingredients will be seasonal and produced regionally as far as possible. Instead of candy bars, catering facilities will offer healthy alternatives, and no unhealthy soft drinks will be sold. Water will not be sold in plastic bottles; instead, tap water will be available free of charge. *Healthy* and *Sustainable* will therefore be the rule rather than the exception. The provenance of products will

be clearly communicated and the range will reflect our international community.

Portion sizes at service points will not be excessive, but there will be plenty for everyone. Portioning, presentation, preparation and timing will be geared towards minimising food waste. Vegetarian and vegan products will catch the eye first on the shelves. Guests will be nudged towards choosing these products. Regional, seasonal products will be offered where available. Instead of plastic disposables we will use sustainable, biodegradable disposables or packaging wherever possible.

The standard range in the banqueting folder will be vegetarian and healthy, although the non-vegetarian range will still be available as an option. The banqueting folder, prices and ordering procedure will be designed to minimise food waste. Only coffee with a sustainability quality label will be used, and sugar-free choices will be provided. Plant-based milk alternatives will be available. Hot water will be available free of charge from hot drinks vending machines.

Operational management, processes and communication

The eight principles are also central to working methods, processes and operational management. In addition to sustainable initiatives that are adopted, implemented or bought in, our catering facilities will act as a Living Lab, which encourages and facilitates collaboration between businesses, our primary process and other educational and knowledge institutes for research and innovations.

Sustainability results will be clearly reported so that progress can be tracked and progressiveness benchmarked. Buyers can source from a different F&B provider in a particular



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building with the building manager's agreement. The eight principles of this vision will still apply.

Physical space and consumables

The appearance of and user experience in eating and drinking facilities will be inviting, tasteful, safe and accessible. This applies to both physical and, importantly, financial aspects: there will be prices to suit every purse. Opening hours should suit the various target groups, with at least one catering facility routinely open on campus.

Raw materials relating to inventory, fixtures and fittings, resources and consumables in catering facilities must be handled responsibly. Subjects such as reuse, prudent energy management, leasing and sharing concepts, but also bio-based, smart packaging and rethinking utility and necessity should be the norm. To prevent waste in our coffee provision, vending machines will be installed in strategic positions in our buildings. Vending machines will only be installed in education buildings and in buildings where there are no other facilities available.

Staff

The cornerstones *Healthy*, *Sustainable* and *Inclusive* will not only be directly visible in the products on offer, the way they are presented and in communications, but should also be widely supported by the staff involved. Both behind the scenes and in the foreground, it should be evident from the way staff speak and act that they have fully embraced our

ambitions and vision around Food & Beverage. Training staff in both the vision and how to communicate and disseminate it is an essential part of its success.

Sustainability also means paying attention to social values and inclusiveness. Both WUR and its Food & Beverage partners demonstrably integrate sustainable working practices into their work. People who are disadvantaged in terms of the job market work at service points or in the back office. Social innovation initiatives are appreciated and encouraged.

Collaboration and partners

At WUR, Food & Beverage facilities are largely outsourced to contracted market parties. They will be asked to work with us in partnership to help achieve our healthy, sustainable and inclusive ambitions. F&B partners should make use of the fact that WUR has extensive and innovative knowledge of sustainability, inclusiveness and healthy food as well as aspects such as sustainably influencing consumer behaviour.

WUR expects its partners to have a proactive attitude, meaning that they should continuously seek to optimise their own working methods and processes in order to boost their positive impact on health, sustainability and inclusiveness. There is plenty of scope for initiatives (including by students), start-ups and collaboration with the Green Office. WUR strives for a partnership and an appropriate contract form that will facilitate this innovation and intensive method of collaborating.



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[Vision for Food & Beverage](#)

[Strategic Plan - WUR](#)

Do you have any questions or would you like more information?
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Facilities & Services, Location Facilities
Edition March 2022

Photography:

Joris Schaap, page 8

Marte Hofsteenge, page 2

Shutterstock, page 3, 4, 6

Suzan Baars, page 1



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