



Organic Catering – A Perspective for the Sustainable Development of the Turkish Catering Sector

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Empowering Public Food Procurement



Erasmus⁺

Catering Sector

- Catering: a form of food services to fulfil the consumers' nutritional requirements by organising both food preparation, ordering and delivery of the food
- Catering services types:
 - traditional catering,
 - contract catering: catering services are provided by signing a contract between provider and recipient,
 - franchise catering: when a franchise system is present within the catering services,
 - popular catering: services intended for wide audience,
 - systemic catering: services developed to a specific market and
 - function catering: business organisations, conferences, meetings, weddings

Catering

- In most countries - it is envisaged that the catering services will develop and increase their share in the market, since societies tend to pretend for
 - safe,
 - easily affordable,
 - cheap and quality food,
 - without spending effort for the preparation of the food.
- The development of the catering industry is mainly because of:
 - the customers' trust of the security of the foods in terms of hygiene and nutritional quality, and
 - the increasing positive notion that catering companies will provide both cheaper and nutritionally quality products.

BACKGROUND AND CURRENT STATUS OF THE TURKISH CATERING SECTOR

- Modern catering in Turkey started in 1959 with the food services provided by Tuna Emre Yemek restaurant to some schools and in 1963 to some industrial factories situated in Istanbul.
- International companies such as Sodexo, Clüh and Compass to small scale catering firms are active in the market.
- Currently, the biggest Turkish catering companies in Turkey are:
 - Sofra,
 - Sardunya,
 - Obasan and
 - BTA.

Current Status of Catering in Turkey

- 4 800 catering companies
- More than 400 000 employees
- In 2017: around 7 000 000 meals daily
- Turkish catering industry – a turnover of 22 billion \$ in 2017.
- The companies are organized under the umbrella of Turkey's catering industrialists federation (YESIDEF)



Current Status of Catering in Turkey

- YESIDEF –
- Project “Feeding the New Generation”,
- Aims:
 - To provide meals for 17 million students, 555 000 teachers in 69 000 schools.
 - To provide meals for 650 000 soldiers (At present only 110 000 soldiers are provided meals by the catering services)

Current Status of Catering in Turkey

- Reasons for this dramatic development were mainly the high industrialization rates that led to the increased demand of ready-to eat meals for a short period of time both for students, pupils and employees in the public and private sector.
- Another significant reason for the high development of the Turkish catering services during the last 15 years is the change in the legislation of public food procurement. The food services in the public sector including health services, education and also public institutions are currently done on a contract basis with private catering companies.

Organic Catering in Turkey

- The organic catering sector in Turkey, though in its infancy, started with the increased consumer consciousness towards healthier and more nutritious and safe food meals.
- **In 2010**, the first catering company offering organic meals in Istanbul was **Emin Catering**.
- These companies serve organic meals upon consumer demand at special events such as business organisations, weddings, parties, etc.

Organic Catering in Turkey



- Start up: in 2010
- Emin Catering – first company to provide organic catering services
- Now, in cooperation with Klüh Catering
- Hüseyin Bozdağ – director (Owner of the Green Economy Prize (2012) in Turkey)

Organic Catering in Turkey

- Companies offering organic meals:
- Chez Bruno VIP Catering – 20-25% organic
- Tezgah Food – 30% organic
- VIP Catering
- Konukseverler Catering



Current Status of Catering in Turkey



ORGANIC CATERING IN THE EUROPEAN UNION

- To increase the share of organic agriculture, the European Commission set up the Common Agricultural Policy (CAP), where organic farming is regarded as special type of production that the European Union is encouraging to broaden its availability.
 - Denmark
 - Finland
 - The Netherlands
 - France
 - Austria



ORGANIC CATERING IN THE EUROPEAN UNION

- European Union Green Public Procurement (EU GPP) as a voluntary initiative and defined GPP as “... a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured”.
- In the EU GPP, the environmental criteria for public purchasing of products to be used by public procurers to define specific requirements in their calls for tenders are identified.
- Since then, European countries such as Austria, Denmark, France, Italy, the Netherlands, Spain, Sweden, United Kingdom and others adopted their own Green Procurement Criteria

ORGANIC CATERING IN THE EUROPEAN UNION

DENMARK

- Danish Organic Action Plan 2020 (in 2011)
 - aiming to double the Danish organic agricultural area by 2020
 - aiming to increase organic food procurement up to 60% within the catering services intended for public institutions in Denmark till 2020
- Danish Veterinary and Food Administration launched Organic Cuisine Label (2009)
- Labels:
 - “**bronze**” – 30-60% organic products use,
 - “**silver**” – 60-90% organic products use,
 - “**gold**” – 90-100% organic products use.

Changes in the Legislation of Public Food Procurements in Turkey

- **Changes in legislation:**
- Directive for School Canteens (former Ministry of Food, Agriculture and Livestock (now Ministry of Agriculture and Forestry), February 5, 2013)
- Circular for inspection of school canteens and catering (Ministry of Education, March 2016)

Directive for School Canteens (February 5, 2013)

- Special hygiene issues
- Equipment issues
- Hygiene issues related with personnel toilets, dressing rooms and social areas
- Ventilation
- Illumination
- Water quality
- Waste water systems
- Storage of cleaning and disinfectant mat'ls
- Personnel hygiene
- Education
- Procurement of raw mat'ls and food
- Storage
- Preparation of the food products
- Cooking
- Food freezing
- Thawing
- Transportation
- Temperature control and cold chain maintenance
- Food serving, marketing and consumption

Directive for School Canteens (February 5, 2013)

- Pest control
- Cleaning and disinfection
- **Waste management**
- Mat'ls in contact with food products
- **Traceability**
- Recalling and emergency issues



Circular for inspection of school canteens and catering (Ministry of Education, March 2016)

- Food products, not permitted to be sold in schools
- Food product, permitted to be sold in schools
- How to inspect a school canteen and catering service
 - Food safety
 - Traceability
 - Hygiene

TRENDS FOR THE DEVELOPMENT OF THE ORGANIC CATERING SECTOR IN TURKEY

- **Changes in legislation:**
- To increase and promote organic food consumption in Turkey, the public food procurement policies might take some presumptive actions
- The catering companies providing meals to public institutions such as hospitals, schools and military forces are registered and inspected by the Ministry of Agriculture and Forestry and its branches situated in the cities and towns throughout the country.
- In European countries, the decision for the public procurement is done by the municipality authorities and thus many cities and towns will have the opportunity to favour and increase their share of organic products in public procurement, by using local organic supplier chains.

TRENDS FOR THE DEVELOPMENT OF THE ORGANIC CATERING SECTOR IN TURKEY

- **Careful menu planning** - might be done in order to achieve healthier meals at even equal costs with less meat and enriched quantity of organic vegetables and pulses.
- The main obstacle is price/cost relationship that makes it almost impossible to compete, but with proper menu planning, it was shown that this can be achieved.
- **Long-term Contracts** At present, usually the institutional catering contracts in Turkey are done on 1- or 2-year basis, but by changing the legislation to long-term contracting, the entrepreneurs in public catering procurement might be promoted.

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THANK YOU!

