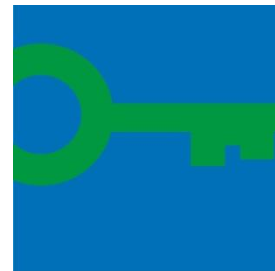




How to communicate about sustainable food

Examples from around the world, with the contribution
of Green Key in Finland



Green Key



About local food

Translation of the text (posted on social media):

"Now true local food available! Our chef Jarkko collected buckets full of mushrooms from the local forest. Soon they will be turned into delicacies in our kitchen. Come and enjoy!"



Solo Sokos Hotel Paviljonki

31. elokuuta kello 10:40 · 🌐

Nyt olisi todellista lähiruokaa tarjolla! Lähimetsiä ahkerasti kolunnut keittiön Jarkko on poiminut ämpärikaupalla herkullisia mustatorvisieniä ja pian ne koristavat Trattoria Aukion annoksia. 😊 Tulkaahan maistelemaan! #greenkeyfinland #hyvääläheltä



About local food

At Original Sokos Hotel Ilves in Tampere they have used Green Key logo to mark local food.

This one is traditional local bread "rievä" with white lake fish from Tampere area with vegetables etc.

PÄÄRUOAT
PLATS PRINCIPAUX

- PÄIVÄN ANNOS -
PLAT DU JOUR
Kysy tarjoilijalta päivän annosta!

- TALON ERIKOISUUS -
SPÉCIALITÉ DE LA MAISON
RIEVÄÄ JA KUHAAN MARIEN TAPAAN 

18,90 €

Tampereen ohutrievää, Näsijärven kuhaa, purrasipulia,
lime majoneesia, Csezté juustoa, salaattia ja rapu tartaria.

Sheraton Stockholm Hotel – Sourcing Sustainable Food

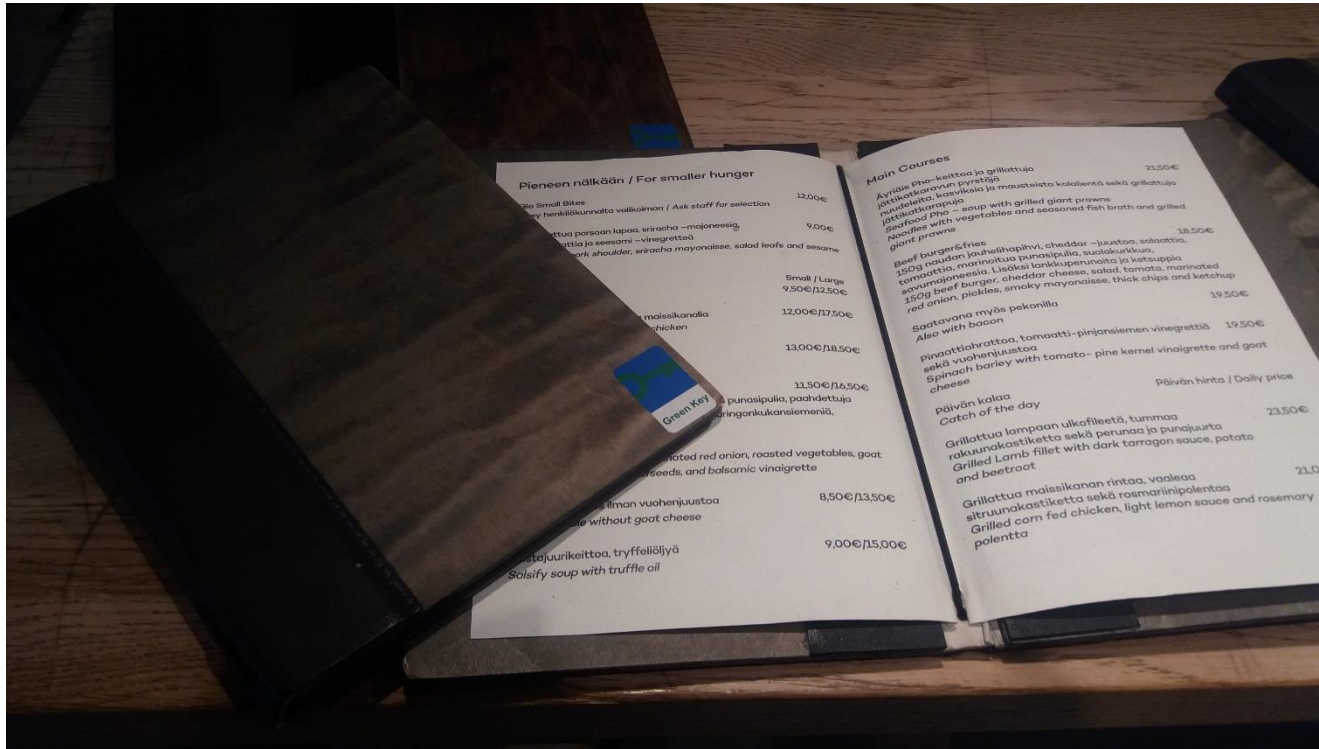
About local own production



The Westin Paris-Vendôme saves bees

About local own production





About local and vegetarian alternatives

At GLO Hotel Kluuvi they have used Green Key in restaurant to emphasize local and vegetarian alternatives.

Starwood issues its sustainable seafood position statement

Général
statement



Wild-caught seafood

- 🕒 Stock status of the target species
- 🕒 Fisheries management
- 🕒 Bycatch of target and non-target species, including protected, endangered, or threatened species

Farmed seafood

- 🕒 Resources used, including nursery/seed stocks
- 🕒 Wastes released from the farm
- 🕒 Health management of the farmed fish

Wild-caught and farmed seafood

- 🕒 Broader ecosystem impacts (i.e. damage from fishing gear used in wild fisheries, impacts to wild populations from farms)
- 🕒 Efficient use of resources (i.e. energy intensity of wild fishery distribution networks, feed conversion ratios of farmed seafood)



Joskus maha on eri mieltä kuin silmät -
otathan sen verran kuin jaksat syödä.

About food waste

“Sometimes your tummy disagrees with your eyes – please take the amount you are sure to eat”

Hilton Copenhagen Airport reduces food waste



About food waste