



THE  
SUSTAINABLE  
RESTAURANT  
ASSOCIATION

The University of Surrey

**2025**  
**FOOD MADE GOOD**  
**STANDARD**  
**FINAL REPORT**

Prepared by The Sustainable Restaurant Association.  
On 29/07/2025  
Valid until 29/07/2027





# WELL DONE FROM THE SUSTAINABLE RESTAURANT ASSOCIATION!

Since 2010, The Sustainable Restaurant Association has set the Standard for sustainable food and drink businesses around the world, connecting organisations across the globe to accelerate change toward a hospitality sector that is socially progressive and environmentally restorative. One of the ways we work towards this ambitious and necessary goal is through Food Made Good: the world's largest sustainability certification tailored for the sector.

The purpose of the Standard is to encourage, support, recognise and celebrate sustainability practices across the F&B sector worldwide, driving positive change and leveraging the power and influence of the industry to build a better food system for all of us. By taking a big-picture, holistic view of what sustainability should mean for the hospitality industry, the Standard is changing what it means to be a sustainable restaurant in the 21st century.

The Food Made Good certification is reviewed by subject experts in their specific fields to ensure that the process is rigorous and evidence-based. We know that completing the Food Made Good Standard is no small undertaking – so we want to take a moment to recognise your hard work.

You should be incredibly proud of how far you've already come, and we hope the advice and insights provided in this report inspire and motivate you to continue pushing the boundaries, finding ways to do business that benefit both people and planet. Sustainability is a journey, not a destination; that's why the Standard is valid for only two years, always encouraging the industry forward on a path of continuous improvement (and offering a guiding light along the way).

As we see more and more food businesses signing up to the Standard and committing to working towards a better tomorrow, a real sense of hope is beginning to glimmer on the edges of our vision for the future. Forming a pivotal, ever-present link between the food system and the consumer, the hospitality sector holds incredible power to change our world for the better – and we believe that, ultimately, this industry that we love so dearly will play an essential role in saving our planet.

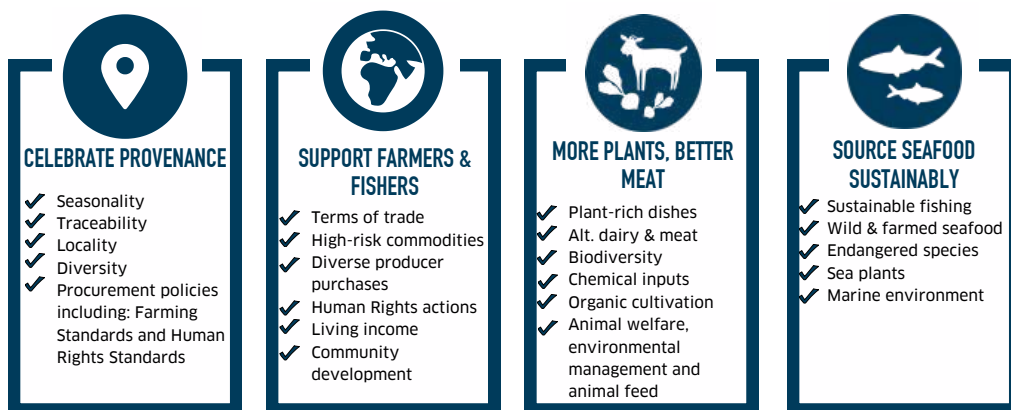
**Thank you for joining us in this movement,  
and well done from all of us here at  
The SRA.**

# THE FOOD MADE GOOD FRAMEWORK

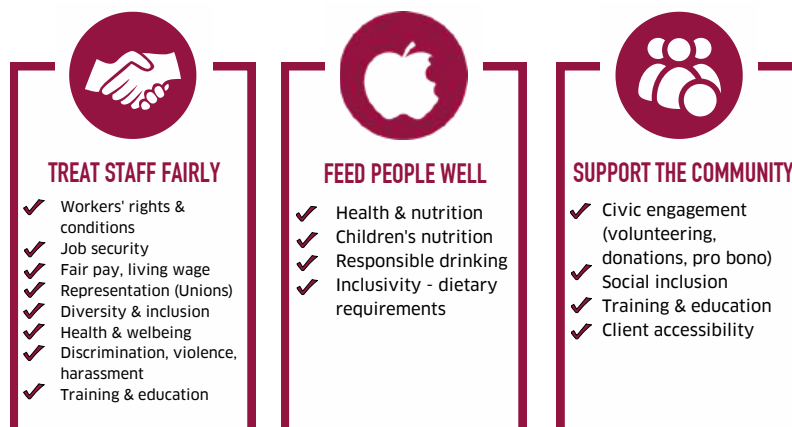
The Food Made Good Standard evaluates action across the three pillars of our framework: Sourcing, Society and Environment. Within each pillar, we focus on a number of key impact areas to incorporate sustainability at every level of operations. These are explained below in more detail.

When we say the Standard is “holistic” or “360-degree”, these aren’t just empty buzzwords. We are passionate about the idea that sustainability should be prioritised across every element of how a foodservice business operates – this is an approach to corporate responsibility that goes above and beyond carbon tracking or water use. That’s what makes Food Made Good the global gold standard for the hospitality industry.

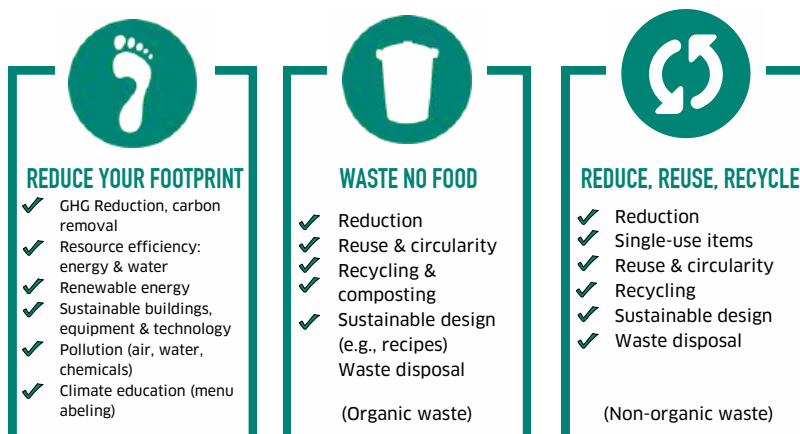
## SOURCING



## SOCIETY



## ENVIRONMENT



**CROSS-CUTTING THEMES INCLUDE POLICY, GOVERNANCE, TRAINING & COMMUNICATIONS**

THE  
SUSTAINABLE  
RESTAURANT  
ASSOCIATION



**The Sustainable Restaurant Association  
is delighted to confirm that**

**The University of Surrey**

**has achieved 3 stars  
in the 2025 Food Made Good Standard**

29/07/2025

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**Juliane Caillouette Noble**  
Managing Director, The Sustainable Restaurant Association



# 75%

Awarded to

## The University of Surrey

### Congratulations on achieving **3 stars** in The Sustainable Restaurant Association's Food Made Good Standard!

Congratulations on achieving a 3-star rating on your first Food Made Good Standard assessment! This is an excellent result and reflects the hard work that has gone in to embed sustainability across your campus catering operations, benefitting both people and planet.

Your commitment to local, traceable sourcing and your engaging community events like the “Sustainability Soup Off” are standout features, along with your food waste schemes and partnerships with ethical suppliers such as Chimney Fire Coffee. The university’s community and wellbeing impact, both locally and for your students, is also noteworthy. To build on this foundation, key opportunities include developing a more structured and detailed approach to serving more plants and better meat, which could involve increasing the proportion of ingredients certified to standards such as Organic and Fairtrade, promoting biodiversity on your menu, and setting targets to increase sales of plant-rich, vegetarian and vegan dishes.

We hope that this report serves as an encouragement to keep up your great work while identifying actions you can take to go even further on your sustainability journey.

SOURCING

# 69%

SOCIETY

# 82%

ENVIRONMENT

# 75%

Proudly issued by

*Raymond Blanc OBE*

**Raymond Blanc OBE**  
President

*Juliane Caillouette Noble*

**Juliane Caillouette Noble**  
Managing Director



# METHODOLOGY

## HOW WE DEVELOPED YOUR ASSESSMENT

The Food Made Good Standard measures the sustainability of your business by assessing your performance against the 10 key impact areas of the Food Made Good Sustainability Framework.

Taking the Standard allows you to measure your performance, showcase areas where you excel and discover where more work is needed.

During the assessment, we look at the standards and processes you have in place, the actions you're taking to improve your impact and how you're using your influence to share good practice and mobilise your staff, suppliers and customers to act. The aim throughout is to reward action over intention.

## HOW YOUR FINAL SCORE IS CALCULATED

Your overall score is expressed as a percentage, with each of the 10 impact areas of the Food Made Good Framework making up 10% of this total score. This means that the three pillars are scored as follows:



Like your overall score, your score for each impact area is expressed as a percentage. Your total score will be calculated as an average of your scores across the 10 impact areas.





## REWARDING PERFORMANCE WITH STARS

If you score over 50% on the Standard, you become a Food Made Good certified business, placing you among hospitality industry leaders. Gaining a Food Made Good certification is a huge achievement in itself.

Through our star system, we give extra recognition to those businesses that are going even further. Stars are awarded as follows:



### ONE STAR (50–59%)

The Food Made Good Standard is deliberately designed to be a rigorous, exacting evaluation of a restaurant's operations – so earning even one star is a highly commendable achievement and means you're well on your way.



### TWO STARS (60–69%)

Attaining a two-star FMG certification is no easy feat, and it's impossible to get this far without a clear dedication to sustainability across your entire team. You should be very proud of your admirable efforts.



### THREE STARS (70–100%)

Achieving three stars in the FMG Standard is a fantastic accomplishment. While there's no such thing as perfection when it comes to sustainability, your hard work and commitment to continuous improvement place you firmly in the top tier.

We will provide you with a logo with your star rating to help you communicate about your results. This can be downloaded from the “Your FMG Standard” section on the Food Made Good platform.



# FOOD MADE GOOD STANDARD ACTION PLAN





# SOURCING

## 69%

Despite being your lowest scoring section of the three, the University of Surrey is doing some commendable work to promote provenance and ethical sourcing, with strong commitments to using local, traceable ingredients, ethical coffee, and Halal meat. Your events both on and off campus, such as the staff coffee roastery tours and sustainability cook-offs, help bring these efforts to life for students as well as staff. Looking ahead, there is an opportunity to strengthen your written policies by formalising your code of conduct for suppliers, explicitly including information about your approach to issues such as deforestation and biodiversity. You could also consider sourcing a greater proportion of certified organic produce, promoting biodiversity on your menus, and setting targets to increase sales of plant-based options. Additionally, diversifying seafood species and specifying lower-impact fishing practices in your policies would further enhance your commitment to sustainable food systems.



### CELEBRATE PROVENANCE

85%

Focusing on where your ingredients come from and how you work with your suppliers and your supply chain.



### SUPPORT FARMERS AND FISHERS

88%

Looking at your terms of trade and how you support farmers, fishers and their communities.



### MORE PLANTS, BETTER MEAT

49%

Looking at your efforts to promote the consumption of diverse plant-based foods and higher welfare animal products.



### SOURCE SEAFOOD SUSTAINABLY

53%

Ensuring that the seafood you source is caught or farmed in a manner that protects marine and freshwater ecosystems and seafood stocks.



Discover key insights and recommended actions in your Food Made Good Standard report at [standard.foodmadegood.org](https://standard.foodmadegood.org). Visit the YOUR FMG STANDARD page on the platform for additional resources to guide your journey.

# SOURCING ACTION PLAN

## CELEBRATE PROVENANCE

- Develop a written code of conduct for your suppliers or business relationships which lays out your sustainability standards and the expectations you have of your suppliers around sustainability. Share this with your main suppliers, or ideally, with all of your suppliers, and ask them to formally agree to this by signing it.
- Update your supplier agreements or procurement policy to include information about your approach to deforestation, sustainable agricultural practices, biodiversity, water stress, soil health. For deforestation, for example, aim to only source from suppliers with robust zero-deforestation commitments in place for high-risk items such as palm oil, soy, and beef. You could align this part of your policy with global standards like the [Accountability Framework Initiative \(AFi\)](#) or certifications such as FSC or RSPO. For more information, see our [article](#) on deforestation in the restaurant industry and our [sustainable sourcing toolkit](#).
- Include a commitment to favour sourcing seasonal fruit, as well as a commitment to source heritage ingredients for all of your top 5 ingredients (coffee, milk, poultry, fruit, and flour/pastry products), in your Sustainable and Ethical Food Plan. See this [link](#) for more information around heritage ingredients.





# SOURCING ACTION PLAN

## SUPPORT FARMERS AND FISHERS

- Ensure that your terms of trade include agreed employment standards for contracted and non-contracted workers at farmer or fisher level, and a commitment to developing multiannual businesses relationships. This helps protect workers' rights throughout your supply chain and builds long-term, stable partnerships that will support more ethical and sustainable sourcing practices in the long run.
- Make your supply chains more resilient by sourcing from a diversity of producer organisations, including small scale farms and fisheries, social enterprises, or female-owned or run farms and fisheries. This can be for food and non-food items (e.g. toiletries, candles, uniforms). Check out this [link](#) for more information.
- Work to increase the number of producers you source from who pay their workers a living wage, including supporting existing suppliers to be able to pay their workers a living wage all the way to the producer level. This is especially important in regions and supply chains where there is a higher risk of violations to human rights and harmful environmental practices, so pay particular attention to commodities such as chocolate, soy, and tea. You already source Fairtrade-certified coffee, so focus next on the other high-risk products you buy the most of (in volume), aiming to buy Fairtrade, Fair for Life or Small Producers Symbol certified products. Alternatively, if the costs of certification are prohibitive, look to work directly with producers, aiming to build long-term fair relationships.



# SOURCING ACTION PLAN

## MORE PLANTS, BETTER MEAT

- Develop an operational policy or commitment to promote using more plant-based ingredients and reducing meat consumption. Use your existing commitment to 'promote plant based and vegan food' as a starting point, adding further detail to this, such as a target to increase sales of vegan or vegetarian menu options, or to reduce the proportion of menu options containing meat. Additionally, add some actions around this to your '12 month action plan' to help you achieve your targets, for instance, starting a 'Meat Free Monday' initiative in which all menu options are meat free, promoting the benefits of meat-free meals to your students, and running promotions on plant-based meals.
- Increase the proportion of fruit, vegetables, and grains you buy which are certified organic, biodynamic, or grown using low-environmental impact agricultural methods. Additionally, ensure you are able to get proof of this from your suppliers (i.e. copies of the certification, or a detailed description of their agricultural practices in case they are not certified).
- Take action to serve better meat by ensuring that the beef, lamb, poultry and pork you buy are certified to standards of animal welfare and environmental management which meet or exceed statutory minimums (such as Red Tractor), or ideally, meet the highest standards (e.g. Certified Humane). You could also aim to avoid serving meat raised primarily on soy-based feed, as this is commonly linked to deforestation.
- Promote biodiversity on your menu by training your food preparation staff about biodiversity, and favouring the use of biodiverse, heirloom, and heritage ingredients on your menu. See our [article](#) on the importance of biodiversity.



# SOURCING ACTION PLAN

## SOURCE SEAFOOD SUSTAINABLY

- Diversify the species on your menu and regularly serve less commonly used seafood, avoiding the 'Big 5' where possible (salmon, tuna, cod, haddock, and prawns). For instance, serve cod / fish and chips once or twice per week rather than every day, and on the remaining days, serve species lower on the food chain, such as sardines, which reproduce quickly and have a smaller ecological impact. These could be served in a way which does not sound unfamiliar to students, e.g. as fish cakes.
- Develop environmental specifications for your seafood, considering the following: Opt for suppliers using boats under 10 metres, as they generally employ lower-impact fishing methods and cause less environmental damage. Prioritise buying seafood caught with fishing methods that have a lower impact on the environmental and animal welfare (e.g. line fishing, traps and pots, hand-diving, selective gillnets) Verify where the seafood was caught and landed, as well as the fishing methods used. Avoid trawler boat caught fish
- Take additional steps to support sustainable seafood systems, such as participating in campaigns and events to protect oceans, rivers, and waterways. Consider partnering with university societies, student unions, or environmental science departments to make this a university-supported initiative.

# SOCIETY

## 82%

Your strong focus on the local community helped you achieve your highest score in this section, demonstrated by your formal partnerships, events, and local engagement which range from school partnerships to financial contributions and sustainability awareness weeks. These actions are clearly helping to embed social responsibility into your university culture. To take this further, consider expanding staff training and development through personalised career plans and greater access to professional learning opportunities. You could also deepen your inclusivity practices by supporting campaigns on wellbeing and equity, improving menu accessibility for visually impaired diners, and increasing youth employment or apprenticeship schemes. Enhancing the nutritional value of your food and communicating it clearly would also support student and staff wellbeing in line with your wider educational objectives.



### TREAT STAFF FAIRLY

89%

Ensuring good working conditions, promoting staff wellbeing and creating inclusive workplaces.



### FEED PEOPLE WELL

76%

Promoting healthy eating and responsible drinking.



### SUPPORT THE COMMUNITY

80%

Looking at the ways you work to create a flourishing local community, from donations and skill sharing to volunteering.



Discover key insights and recommended actions in your Food Made Good Standard report at [standard.foodmadegood.org](https://standard.foodmadegood.org). Visit the YOUR FMG STANDARD page on the platform for additional resources to guide your journey.



A photograph of a professional kitchen. In the foreground, a chef with dark hair is focused on his work. To his right, a woman with reddish-brown hair is also working. The background shows stainless steel shelves with various kitchen tools and equipment. The overall atmosphere is one of a busy, professional culinary environment.

# SOCIETY ACTION PLAN

## TREAT STAFF FAIRLY

- Strengthen your commitment to career development by increasing the proportion of staff with personalised development plans, expanding access to training hours, and offering a wider range of professional learning opportunities – such as product-specific training, business management training, and environmental management training.
- Take steps to support your young employees (aged between 16 and 25) by regularly hiring paid apprentices, whether as part of a government-sponsored programme or as part of an in-house initiative, working with local community or educational organisations to educate young people about careers in hospitality, or partnering with specialist recruiters or agencies to promote paths to employment for young people in hospitality.
- Participate in initiatives or campaigns to promote awareness and action around working conditions, staff wellbeing and/or creating diverse and inclusive workplaces. This could involve supporting awareness campaigns such as World Mental Health Day, or collaboration with organisations such as [Mind](#) or [Time to Change](#), to co-deliver workshops, campaigns or accreditations related to staff wellbeing and D&I.





# SOCIETY ACTION PLAN

## FEED PEOPLE WELL

- Reduce the salt intake of your diners by limiting the salty snacks on offer on your menu and not offering salt or high-sodium sauces on tables. You could also set a target to reduce the amount of salt in your recipes to below 30% of recommended daily limits. See this resource on [sodium reduction](#) for further information.
- Commit to meeting a voluntary industry target about reducing sugar content in your dishes, and take steps to achieve this, such as by sweetening your recipes using fresh fruit, vegetables, or natural sweeteners such as honey instead of added refined sugar or cane sugar.
- Provide information about the health and nutritional impact of your dishes on your menus, on-site, your website and/or your social media channels. This will support students and staff in making informed food choices, and align with the university's wider role in promoting public health and health literacy on campus.

## SUPPORT THE COMMUNITY

- Support staff volunteering by providing staff paid time-off for volunteering, organising a company-wide volunteering day, setting targets for volunteering and monitoring how much time staff volunteer each year
- Develop a formal, ongoing commitment to donate a portion of your profits to charitable, social or environmental causes, and set targets around donations, ensuring that you monitor the financial value of the monetary and in-kind donations you make.
- Provide menus for visually impaired diners (e.g. high contrast and large font, audio, and/or braille).



# ENVIRONMENT

# 75%

Your approach to environmental sustainability earned you a high score in this section, particularly from introducing reusable packaging schemes for coffee cups and salad boxes, your food donation initiatives through Foodshare, and your work to reduce the frequency of your food deliveries. These actions reflect a thoughtful approach to sustainable campus operations and supply chain management. However, there is clear scope to go further: priorities should now include conducting regular energy audits, setting carbon and food waste reduction targets, and expanding staff training on carbon literacy and sustainability leadership. Tracking waste by stream and reducing single-use items even further will also improve performance, as will participating in industry-wide campaigns to promote awareness and action.



## REDUCE YOUR FOOTPRINT

79%

Encouraging you to reduce your environmental footprint – from greenhouse gas emissions to energy use, water use and pollution – and so minimise damage to the environment and to human health.



## REDUCE, REUSE, RECYCLE

83%

Looking at what you're doing to reduce, reuse and recycle non-organic waste.



## WASTE NO FOOD

64%

Focusing on what you're doing to fight food waste, through reducing, reusing, redistributing and recycling.



Discover key insights and recommended actions in your Food Made Good Standard report at [standard.foodmadegood.org](https://standard.foodmadegood.org). Visit the **YOUR FMG STANDARD** page on the platform for additional resources to guide your journey.



# ENVIRONMENT ACTION PLAN

## REDUCE YOUR FOOTPRINT

- Take action to empower your staff to reduce your greenhouse gas emissions by training them on carbon literacy and incentivising them to work towards your reduction goals, for example, through a 'sustainability champion' scheme or by rewarding individuals or teams who make exceptional contributions towards your goals. See our [article](#) on this for more information.
- When it comes to carbon, reducing your emissions must be the top priority. For the emissions that you aren't able to eliminate, however, work to support efforts to remove carbon and protect carbon sinks, such as promoting carbon removal practices in your supply chains, financing projects to remove carbon or protect carbon sinks and enabling diners to contribute to financing these projects.
- Conduct regular energy audits of your facilities and share the data with staff. Check out [Cap Energy](#) for help with tracking and monitoring of your energy usage.



# ENVIRONMENT ACTION PLAN

## WASTE NO FOOD

- Set a reduction target for the amount of food waste you produce (note that this is different to your existing food waste recycling target). Ensure your target is specific, measurable, achievable, relevant, and time-bound (SMART), and are included in your food waste policy. Additionally, make sure the target is in line with the UK Food and Drink Pact.
- Audit your food waste every month or quarter by measuring and recording waste from different food waste streams (e.g. customer plate waste, kitchen prep waste and spoilage waste) over the course of one week. This information could help you identify food waste hotspots, whether for different times of day or for areas of your activity (kitchen, front of house etc), and in turn establish food waste reduction targets for different waste streams. You could also consider investing in digital technology to measure and analyse food waste, such as Winnow or Kitro.
- Participate in initiatives or campaigns to fight food waste. This could include signing up to WRAP's Guardians of Grub, or supporting their Love Food Hate Waste campaign by using its messaging in university catering spaces and student communications. You could also consider becoming a signatory to WRAP's UK Food and Drink Pact, to halve your food waste by 2030.

## REDUCE, REUSE, RECYCLE

- Take action to monitor your non-organic waste output by measuring your individual waste streams by weight, and carrying out regular waste audits, to give you a better idea of your main waste hotspots. Additionally, set SMART reduction targets for individual waste streams (note that this is different from your existing target to increase dry mixed recycled waste volumes).
- As a first point of action, work to reduce the use of single-use items (including paper-based items) in your kitchens, bar and those provided to your guests, aiming to ultimately eliminate single use items from your operations. If you cannot eliminate an item or it is not a first priority to do so, the next best thing is to use single-use items made with recycled, renewable or certified sustainably sourced materials. [This](#) tool can help you find alternatives to single-use items.
- Serve tap water or water that you filter on site as standard rather than bottled water.

# MARKETING & COMMUNICATIONS





# MAXIMISING YOUR FMG ACHIEVEMENTS

## HUGE CONGRATULATIONS ON YOUR RESULTS!

We would be delighted to support you in spreading the word about this achievement, helping your diners to learn about your commitment to tangible, measurable and transparent sustainability work.

**Check out our recommendations on the next page for effectively communicating your achievement to your diners and beyond.**

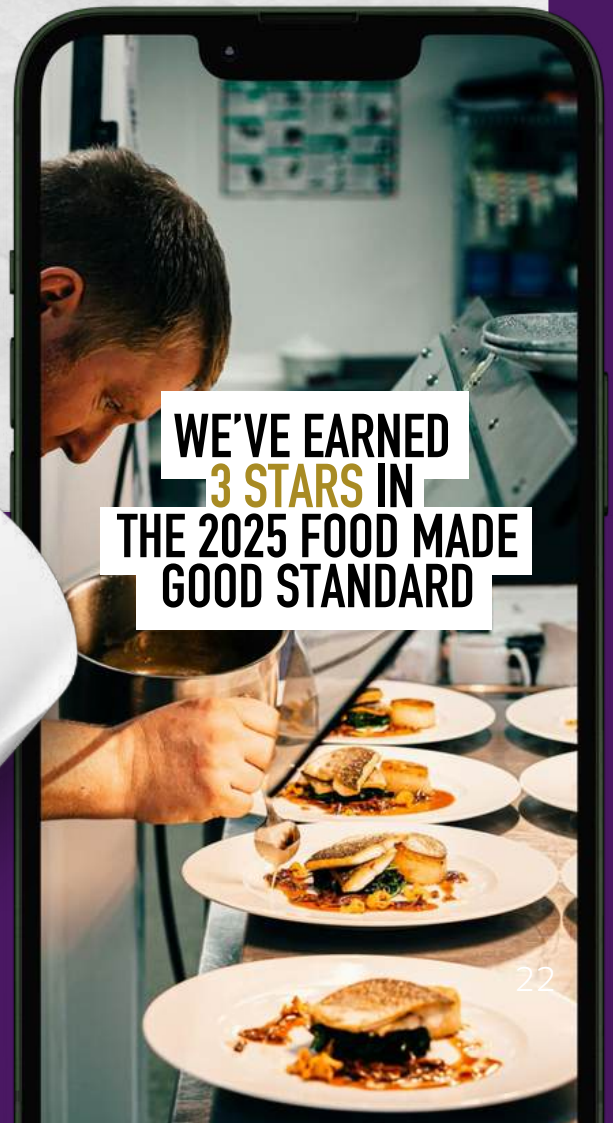




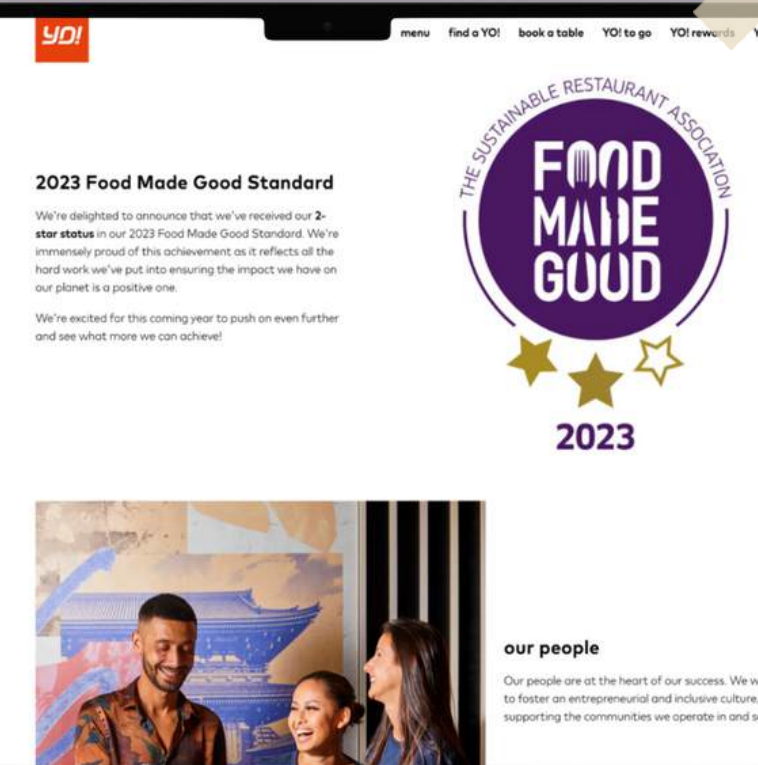
## ANNOUNCING YOUR RESULTS

- [Here](#) is your 3-star Food Made Good logo for 2025.
- You'll also receive complimentary window stickers for each of your outlets, and your business will be featured in our Food Made Good Directory. If you prefer not to receive the stickers, please let us know at [hello@thesra.org](mailto:hello@thesra.org).
- We're happy to provide a short quote summarising your results for press releases, website content, restaurant materials, stakeholder outreach and staff training.
- We're excited to coordinate the announcement across [LinkedIn](#) and [Instagram](#), as well as feature in our upcoming fortnightly [newsletter](#).
- You can draft the caption, or we can create a summary of your achievements.
- For visuals, we can work together to produce a captivating Instagram Reel or use impactful photos for both platforms, incorporating your [Number]-star logo.
- If you choose images, please share a few key options, and we'll add the logo as shown [here](#).
- For an Instagram Reel, we can film an interview on-site (if in London) or compile your B-roll footage with filmed or recorded soundbites. Alternatively, you can create the Reel yourself, including soundbites from your team discussing the Food Made Good Standard, sustainability practices, positive outcomes, lessons learned and business benefits. We're flexible on the video format and open to discussing various options. See a good example [here](#) and [here](#)

**Let's celebrate your achievement together!**







## SHOWCASING ACHIEVEMENTS WITH IMPACT

- Stand out by taking inspiration from these fantastic communications created by some of our accredited businesses: **Yo!Sushi**, **Marugame Udon**, **Pizza Hut**, **Eurostar**, **D&D London**, **Wagamama**, **Wahaca**.
- Follow their example by showing off your sustainability achievements on your website, emphasising your work with The Sustainable Restaurant Association and creating a compelling story that helps your customers connect with your brand.

## OUR COMMITMENT TO SUPPORTING YOUR JOURNEY

In the coming months, we'll actively involve you in our marketing and communications efforts to showcase you as a leading example for others to follow and learn from. This can include speaking engagements, invites to industry events, social media participation for case studies and Q&As, press opportunities, influencer support, competitions and dining guides and additional campaign involvement. We'll be in touch!

## NEXT-LEVEL BOOSTS FOR ACCREDITED BUSINESSES

As well as all of the above, we would love to discuss exploring further ways we can support you through our team's strengths in effective communications and sustainability knowledge. This might include helping you construct press releases, newsletters, marketing materials, website communications, internal staff workshops and training (ranging from virtual webinars to in-person events) or customised staff manuals and guides.

Additionally, if you are interested in associating your name with one of our sustainability team's upcoming resources, we have a [sponsorship pack](#) that we would be delighted to share with you.



**We look forward to the opportunity to work together and celebrate your success. We'd be happy to book in a chat to discuss these options in more detail.**



# THANK YOU FROM THE SUSTAINABLE RESTAURANT ASSOCIATION

We aim high at The SRA. Transforming the global hospitality industry is a hefty task – but certainly a critical one if we want to avoid the worst outcomes of the climate crisis, safeguard biodiversity and our natural environment, create a cultural shift in how we eat (both for our health and that of our planet) and build better, stronger food systems that will serve generations to come.

Despite our best efforts, we wouldn't get anywhere without the hard work and commitment of businesses like yours, who are prepared to take an honest look at where you stand today with the goal of being even better tomorrow.

Thank you for completing the Food Made Good Standard and joining us on our mission to drive positive change through the global F&B industry – we are so thrilled to have you on board.





# CONTACT US

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Follow us on social media  

 **LEARN MORE AT [WWW.THESRA.ORG](http://WWW.THESRA.ORG)**

**SIGN UP FOR OUR NEWSLETTER**