



MATERIAL FOR CATERERS FOR THE RIO 2016 OLYMPIC AND PARALYMPIC GAMES



INTRODUCTION

This material has been specially prepared for catering firms and personnel engaged in the noble task of serving an expected 14 million meals at the RIO 2016 Olympic and Paralympic Games

The Rio Food Vision (Rio Alimentação Sustentável)¹ is a group of 30 respected national and international institutions working together with the aim of supporting and facilitating the supply of healthy and sustainable food products, from sources with socio-environmental responsibility and at competitive prices.

The initiative came into being on March 5, 2013 to discuss how to foster the emergence of a nutritional vision in Brazil by taking advantage of the opportunity represented by the holding of the Rio 2016 Olympic and Paralympic Games. An innovative approach to supplying meals for the Games was proposed based on a prior experience at the 2012 London Games called London Food Vision.

Accordingly, the initiative took the name of Rio Food Vision - in Portuguese, Rio Alimentação Sustentável - RAS. The overriding objective is to make the Games a catalyst for improvements in the Brazilian food sector by favouring access to healthy and sustainable food products with ethical origins, safe, varied and accessible to all. The official policy adopted by the Rio 2016 Olympics Committee, explained in the document "Taste of the Games " (O Sabor dos Jogos), has RAS's stance as its main reference and was launched together with our base document.

¹ For further information visit : www.rio-alimentacaosustentavel.org.br



Foto: Marcos Luiz
Leal Maia - Embrapa

As the “Games time” drew nearer, the work embraced two main lines of action:

- 1.** Ensure that the greatest possible proportion of the 14 million meals that are expected to be served in the Games come from suppliers that make use of responsible sources with practices that respect environmental and labour legislation, eradicate child labour, foster animal well-being and strengthen family-based agriculture, organic production and fair trade.
- 2.** Strengthen the supply chain of food produced in a sustainable and responsible manner in Brazil, publicizing the benefits of such products for the health of the population and the environment and making such food products available to everyone. That is one legacy expected for the Games in Brazil.

BENEFITS PACKAGE FOR RIO FOOD VISION PARTNER CATERERS

1 HIGHER COST/BENEFIT RATIO FOR SUPPLIERS

Capacity to articulate large supply volumes of a variety of products (see list of supply groups) with centralised contracts, competitive prices, high quality, guaranteed locally production and delivery, whether the products are certified or not. We have a list of more than 6 thousand potential suppliers in addition to dozens of associations and cooperatives that aggregate their producers in an organized manner. We can also help in organising business roundtables bringing together interested parties.

2 GUARANTEED ORIGIN

Our suppliers are of the most varied types and endowed with a variety of different certifications. All of them have safe sources of supply with traceable origins for 100% of products, respecting environmental, sanitary and labour legislation. They also respect the minimum criteria established in collaboration with the Organizing Committee for the Rio 2016 Olympic and Paralympic Games.

3 EXTENSIVE NETWORK OF CONTACTS

Currently the RAS has 30 full members and hundreds of collaborators (farmers associations, cooperatives, certification entities). Caterers that get in touch with the RAS can negotiate with suppliers for this and other events in any region of Brazil or beyond with the same degree of reliability and trustworthiness being offered here.

4 DIFFERENTIATED PRODUCTS

The extensive network of suppliers makes it possible to gain access to the most varied kinds of food products including those that are native to or characteristic of Brazil. Native fruits and Non Conventional Food Plants (Plantas Alimentícias Não Convencionais - PANCs), for example, are among those differentiated options.

IMPORTANT WARNING: Rio Food Vision does not take responsibility for the sanitary conditions, nutritional safety, current status of certification or other guarantees of sustainability, or for any other aspect associated to food suppliers. The RAS is not a certifying entity nor does it intend to play a verification role, which is the prerogative of the market and of the certifying entities. It does, however wish to accompany the volumes of products effectively acquired from sustainable sources. Furthermore, the responsibility for conditions of food transportation, storage, pre-processing, and preparation lies with the suppliers and the caterers. The role

5 SPECIAL MENUS TO COMPLY WITH DIETARY RESTRICTIONS

In the light of the cultural diversity of the event and as indicated in the results of surveys, there will be a big demand for vegetarian and vegan meals during the Rio 2016 Olympic and Paralympic Games. Furthermore, there is an increasing demand worldwide for meals that address dietary restriction such as gluten-free or lactose-free meals. The RAS can assist in the definition of such menus and identify reliable suppliers.

6 BOOSTING THE CATERER'S BRAND*

Caterers that work in cooperation with the initiative can be part of our communication strategy in various media channels which reaches out to a broad, qualified public. We will tell interesting stories of suppliers that have been outstanding in their adoption of innovative sustainability and productivity practices. Your caterer can be a part of such stories.

*This action will only be undertaken on the basis of a formal agreement between the parties.

of the RAS is to facilitate contacts and indicate producers and suppliers that are in alignment with RAS standards, thereby enhancing the value attributed to the supply of good quality products.

SUPPLY CATEGORIES

The supply categories set out below and specified in detail in our lists of potential suppliers embrace a wide variety of food production certifications and good practices. Priority is set on suppliers in the State of Rio de Janeiro, the southeast macro-region of Brazil, Brazil and South America, in that order. Products that are not available anywhere in South America can be imported from other countries.

As in the market, the better the quality of the product and the production chain, the greater the added value. However, there are certain factors such as seasonal food and the scale of the purchase that can drastically cut down costs, making it possible to acquire high quality food products from responsible sources or even certified at a competitive price. The lists include non certified food products too, but they do stipulate minimum socio-environmental responsibility criteria.



1. FRUITS, GREENS AND VEGETABLES

- 1.1 Certified organic
- 1.2 Family-based Agriculture with CAR (Rural Environmental Registration) and DAP (Official Declaration of Suitability)
- 1.3 Conventional Agriculture with CAR



2. MEATS

2.1 Beef

- 2.1.1 Rain Forest alliance certified (traceability, CAR and zero deforestation)
- 2.1.2 GTPS (Working Group on Sustainable Livestock Production) good practices, with CAR and zero deforestation
- 2.1.3 Traceability, CAR and zero deforestation

2.2 Pork

- 2.2.1 Treated effluents, CAR, animal well-being practices and traceability
- 2.2.2 Treated effluents, CAR and traceability

2.3 Chicken

- 2.3.1 Certified organic, treated effluents CAR, animal well-being practices and traceability
- 2.3.2 Treated effluents, animal well-being practices, CAR and traceability
- 2.3.3 Treated effluents, CAR and traceability



3. CERTIFIED FISH AND SHELLFISH (marine and aquiculture)

- 3.1 ASC and MSC certification



4. MILK AND DERIVATIVES

- 4.1 Certified organic
- 4.2 Animal well-being, CAR and traceability, CIF (Federal Inspection Certificate) or CIE (State Inspection Certificate)
- 4.3 CAR, traceability, CIF or CIE



5. HONEY

- 5.1 Certified organic
- 5.2 CAR and traceability, CIF or CIE



6. EGGS

- 6.1 Certified organic
- 6.2 Certified free range
- 6.3 Conventional farm eggs with CAR and DAP



7. NON-WOOD EXTRACTIVISM

(açaí, Brazil nuts, pine nuts, etc.)

- 7.1 Products with organic certification, FSC (Forest Stewardship Council) and/or Fairtrade certification.



8. SUGAR

- 8.1 Certified organic products;
- 8.2 BONSUCRO certified (crystal and refined).



EXECUTIVE SECRETARIAT



PARTNERS



SECRETARIA DE AGRICULTURA E FLORESTAS



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