
















A Food Tourism Business Toolkit

Food and drink inspired from our stunning unique landscapes of the Yorkshire Dales and North York Moors

For food & drink producers, hospitality and retail businesses

Introduction

The protected and awe-inspiring landscapes in the North York Moors and the Yorkshire Dales also have strong agricultural and fishing connections providing some of the finest rare-breed meats, game, cheeses and seafood in the country.

As people have an increased understanding and knowledge of food heritage, culture and provenance, more are drawn to the National Parks as great food destinations. Their expectations are greater than ever, they want to experience and understand local, traditional and seasonal foods.

We are seeing more farmers sell their produce direct to customers and more food and drink producers springing up locally. Some have interesting, award-winning food which is fast gaining a reputation regionally and further afield, which is great for us in Yorkshire.

It is so important to make the most of what we have on our doorstep, tell the stories of our passionate farmers and producers, and create a more distinctive food and drink offer that will excite local foodies as well as visitors from outside the area.

This toolkit has been developed to help businesses collectively improve the reputation of these special areas as authentic food and drink destinations and to bring local food and tourism businesses closer together. This will attract more visitors, encourage them to stay longer and make a more memorable experience and, as a result, encourage repeat visits.



What is Food Tourism?



According to the World Food Travel Association

"Food tourism is the act of travelling for a taste of place in order to get a sense of place."

Food and tourism go hand in hand and we want to help businesses promote local food and drink and increase the knowledge of your visitors about food from our area, so Yorkshire becomes a "food-loving culturists" destination.

Tourism is now all about unique experiences while food embodies cultural identity and individuality. Food tourism can be so many things: history, heritage, religion, traditions, customs but also experiences from restaurants, festivals, cookbooks, events, cookery classes, films, food and wine tours and tastings.

Food tourism can be enhanced through any of the following:

- Using local ingredients and highlight where they have come from
- Creating an interesting place to eat
- Create unique dining experiences
- Focus on authenticity
- Offer farm experiences and tours
- Develop cookery courses
- Use reputable chefs
- Distinctive food and drink offers
- Traditional recipes
- Food festivals
- Restaurant weeks
- Food trails
- Demonstrate a knowledge of food history and heritage and its link with the landscape

Food is big business

In the Yorkshire Dales & North York Moors...

Annually we have nearly **18 million visitors** who spend more than **£205 million** on food and drink.

Source: STEAM 2017 report

65% of people select their travel destination based on its perceived food quality

88% of respondents said it was important for them to try local food & drink when travelling.

Source: ICM Unlimited on behalf of DEFRA/VisitBritain (2016)

Similarly in visitor and non-visitor research commissioned by the North York Moors National Park in 2018, **availability of locally produced food & drink** was one of the **top factors** behind choosing a destination, driving visitor spend and was linked to repeat visits.

The research concluded that we were currently **underperforming** and more could be done to highlight our food offer.

According to VisitBritain and the Department for Environment, Food & Rural Affairs, based on 4,000 international travellers across 8 markets: France, Germany, USA, China, Australia, Gulf (Saudi Arabia, Kuwait and Qatar), India, and Japan they identified:

Interest in trying British varieties of...



92%
Cheese

91%
Sparking wine



89%
Baked goods



88%
Fish and seafood



86%
Curry



85%
Meats
(beef, lamb, pork)



81%
Craft beer



77%
Jams, pickles
and preserves

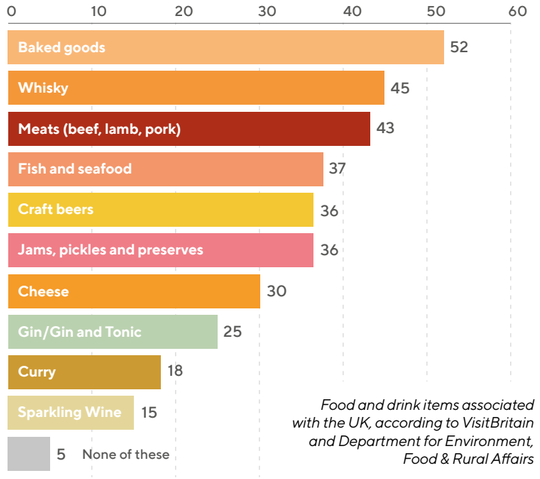


73%
Whisky



69%
Gin/Gin
and tonic

Visitors want authentic local encounters and although a food-loving culturist may well enjoy high-end eating, they're not always looking for a gourmet experience. Instead they want the real deal, quality ingredients, distinctive locations, home cooking and to understand the story behind local products.



Food and drink items associated with the UK, according to VisitBritain and Department for Environment, Food & Rural Affairs

Eat the view – whether your visitors are walking, cycling or driving in the Dales and North York Moors, they'll see farming and fishing is still very much part of rural life in this beautiful and dramatic landscape.

The patchwork of dry-stone walled fields, the small clusters of woodland, the wilds of the heather moorland and the churning swells of the sea, give visitors an insight into the livestock, game and fish we can offer in Yorkshire.

Most of the livestock are sheep on the uplands; pasture beef cattle/limestone fed cattle and game meats during the autumn and winter months. The most common catches from the sea landed to the quayside are now brown (edible) crab, European lobster, velvet crabs and whelks, replacing cod and whitefish.

A location within Yorkshire can now become a tourist hot spot purely because of its local food and drink, for example Malton, near the North York Moors.



Food tourism opportunities

Hospitality and retail providers

There are plenty of opportunities for restaurants, farm shops, delis, hotels, pubs, B&Bs and other hospitality businesses to get involved in food tourism. You play a vital role in **creating visitors' experiences** through your food and drink offerings.

Serving local food that tells a story can make a trip to the North York Moors and the Yorkshire Dales more memorable. You can use menus to showcase local produce and traditional recipes and demonstrate the food miles on your menu.



Yorkshire's food story

Enhance the experience you offer by telling Yorkshire's 'food story'.

Tell your customers where their food came from, how it was made and who was involved, from the local farmer who reared the meat to who grew the vegetables. If you have staff, don't forget they play a key part too, and need to know about the food and drink they are working with.

Menus are a vital tool in telling the story of your food. You can include information about local history, traditions and highlight your food producers and your food miles.

Opportunities for accommodation providers

Hotels, holiday cottages and B&Bs can offer food experiences, even outside the dining room:

- Work with other businesses to offer **food themed packages** that could include a food tour or experience, meal and accommodation offering
- Provide **welcome hampers** that showcase local produce, include information about where and how the food was produced and where they can buy more
- **Tell your guests** about local produce and food traditions; provide recommendations of places to eat that source locally and examples of where to buy local produce.
- **Encourage visitors** to book a farm tour, butchery or cookery school experience.
- Download our list of **food delivery companies** to help self-catering accommodation providers who want to offer their guests more local food, including food deliveries and welcome packs. **www.northyorkmoorstourism.com/love-local**



Opportunities for foodservice providers

The foodservice sector, including restaurants and pubs, can offer authentic food experiences:

- Work with Yorkshire **producers and suppliers** to create truly local food offerings
- Ensure your **staff** are knowledgeable about the food they serve and where it came from
- Use **your menu** to showcase local ingredients and produce
- Create a **'5 or 10 mile menu'** using very local produce from a defined number of miles.
- Offer dishes that reflect local, **traditional** cuisine
- Get involved in **food initiatives** and events like markets, festivals, food trails and Captial of Cake



Food tourism opportunities

Local food & drink producers

Visitors to Yorkshire want to try locally produced food and drink as part of an authentic experience. You can take advantage of this by highlighting to customers where their food is produced.

There is increased demand for artisan food products, made on a small scale, using traditional methods. This could include traditional cheese-making, hand-baked breads using slow fermentation, locally brewed craft beers and specialty spirits or homemade chutneys and jams.



Artisan food & drink producers can contribute to tourists' food experiences by offering products that showcase local ingredients and craftsmanship. Give visitors the opportunity to come and see how your product is made/produced and/or provide experiences like tasting events and tours.

Opportunities for food & drink producers

Some ways producers can focus on the food tourism market include:

- Create food tourism experiences by offering **tours and tastings**
- Use your **online channels** to tell the story of how and where your product is made
- Use your **packaging** to highlight where the product and raw ingredients come from and who is involved in making it
- Develop **relationships** with local food and tourism providers
- Work with **restaurants and hospitality businesses** to showcase local products and ingredients you supply on their menus
- Work with **retail distributors** such as farm shops and delis, to promote your product as a gift opportunity for tourists or a chance to try local produce
- Get involved in **food initiatives** and events such as farmers' markets food trails, experiences and festivals

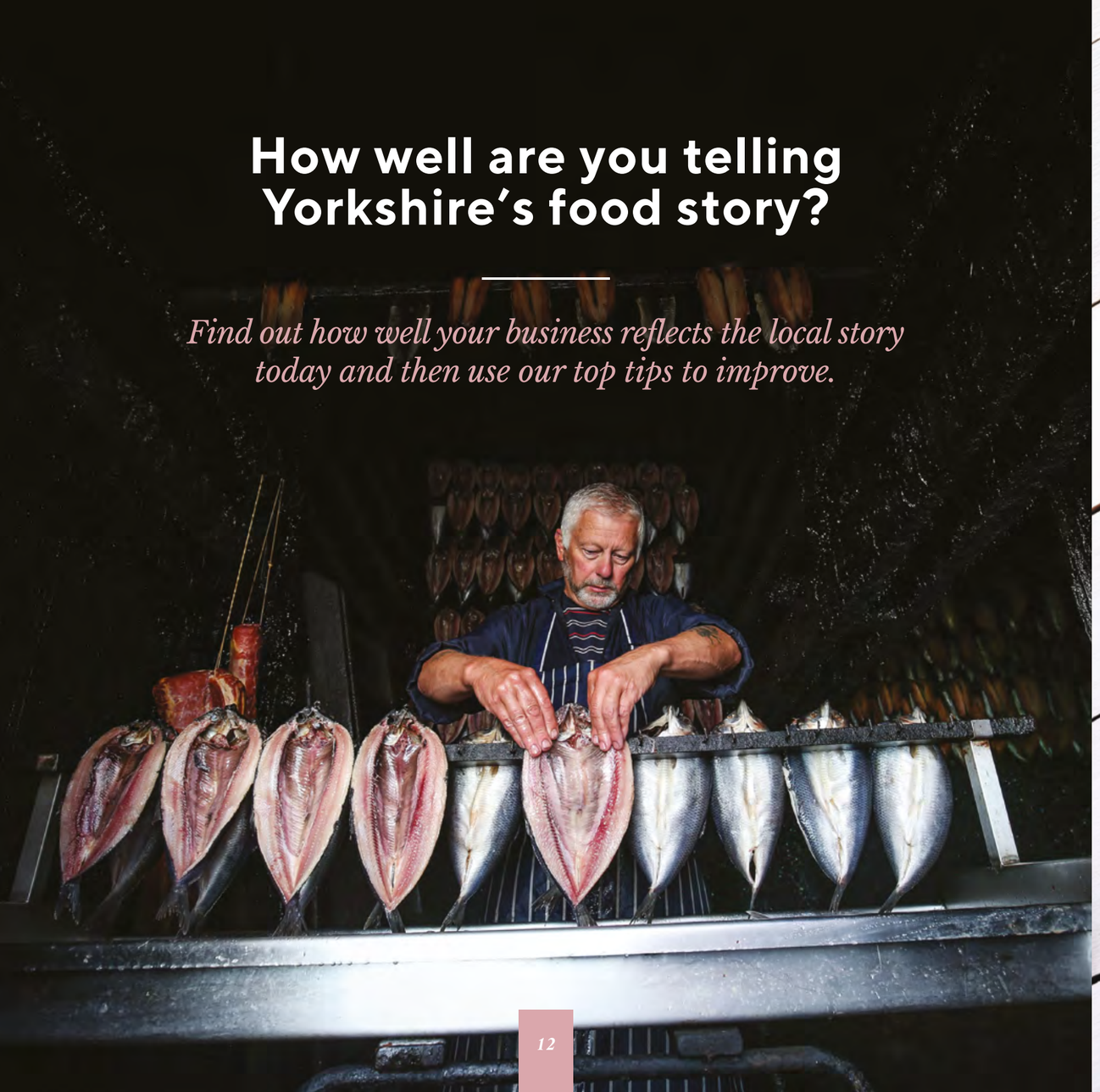






How well are you telling Yorkshire's food story?

Find out how well your business reflects the local story today and then use our top tips to improve.



QUESTIONS FOR HOSPITALITY AND RETAIL BUSINESSES	SCORE
1. We use local/regionally sourced and seasonal produce wherever possible.	
2. Our staff has an understanding of our homemade items, regional specialities and provenance, and tell our customers.	
3. Our use of local produce is promoted visually around the premises and on our menus.	
4. We describe the dishes on our menus to reflect our local sourcing e.g. Dales Lamb by Wayne Hutchinson, a local farmer from Swaledale.	
5. We share local food & drink producer links, stories and experiences with our customers and encourage them to try/buy local	
6. Our kitchen and front of house staff know our local suppliers	
7. We use our website and social media to promote our local produce and promote our suppliers	
8. Our food offering provides visitors with a sense of uniqueness to Yorkshire	
9. We hold events/special offers specifically to highlight our use of local produce and support our local suppliers	
OVERALL SCORE:	

QUESTIONS FOR PRODUCERS	SCORE
1. We use our association with Yorkshire in the marketing of our product.	
2. We use local Yorkshire images to link our product with the landscape	
3. We use the term "Made Produced in Yorkshire" or similar on our labelling.	
4. Our website has a section with our story which includes references to our love and links with the local area.	
5. Our website/social media pages convey the Yorkshire message.	
6. We share our story with customers and communicate where we supply/deliver to	
7. We know most of our customers personally	
8. We invite customers/ potential customers to visit our farm/premises	
9. We work with other businesses in our area to promote each other to visitors	
OVERALL SCORE:	

Rate yourself using the following scale:

Not at all: **0**
A little: **1**
Sometimes: **2**
Quite a lot: **3**
All the time: **4**

Overall score:

0–18

Your business currently reflects very little of the local food message, try to introduce more local distinctiveness into your products and business and see if this improves customers, and revenue.

19–29

Your business does reflect elements of the local food message, but there are areas where you could make improvements.

30+

Wonderful, your business has a strong local identity. Your business is a good example of how we would like businesses to promote local Yorkshire produce.

Now take a look at our **TOP TIPS** on pages 22-25 and make a few changes to your business and see if in six months' time your business has improved; attracting new customers, improving your customer experience and developing your business into an integral part of the Yorkshire food and drink scene.

What's the food story in Yorkshire?

Each landscape in Yorkshire is unique and this creates a clear identity and quality to the meat reared in that area. To be able to promote and provide knowledge of the produce and ingredients really does give your business added appeal to visitors.



This section of the Food Business Toolkit demonstrates the importance of understanding your produce and your supplier. Most importantly you can use this and knowledge to promote the quality of your produce on your menu.

Farmers contribute hugely to the beauty of the landscape, with more and more embracing lower impact and more sustainable ways of farming.

Grass fed animals are crucial in terms of improving biodiversity and natural habitat, if you look closely, you'll see many species of grasses, clovers, flowers, and plants. These are a habitat to 1000s of insects, rodents, reptiles and small mammals, all of which in turn are food for larger predators and birds, helping with the food chain.

Allowing the animals, to roam freely across the lush, nutritious pastures of the Yorkshire Dales and the North York Moors ensures the animals are happy and in turn improves the quality of the meat offering.

Unlike intensive farming with its high carbon costs of feed production and transportation, grass-fed meat is a lower impact product. The manure from the cows is sequestered back into the soil, part of a carbon cycle that has worked in harmony with nature for millions of years.

An example of a small conservation project that took place in the Yorkshire Dales is the Limestone Country project. This project identified areas of the limestone pastures in Malham which had been selected where it felt reintroducing cattle would benefit them and create the biodiversity that would help plant life and wildlife. It is certainly worth looking at to understand more about the relationship of farming and the landscape.
https://www.malhamdale.com/limestonecountrybeef/

Thanks to this project, local farmers continue to use this process of farming for all their animals. Visitors to the area will love to hear the stories and knowledge of the produce which is being served.





Lamb and beef:

The wildflower rich meadows, limestone and heather moorland in the protected landscapes of the Yorkshire Dales and the North York Moors form a large part of the diet of the sheep and cattle reared in these areas and give their meat a distinct and unique flavour.

The small family farms throughout the protected areas produce high quality lamb and beef. The pattern of rearing traditional sheep breeds such as Swaledale, Wensleydale, Blackface, Texel and Dalesbred on the lush pastoral grasslands of the Yorkshire Dales and the North York Moors produces excellent lamb.

Cattle are also common in parts of the protected landscapes, some farmers rear traditional cattle breeds such as Dexter and Belted Galloway, while Northern Dairy Shorthorn is another traditional cattle breed which can provide both meat and milk for cheese.









Game and venison:

The arrival of grouse on the menu signals the start of the shooting season, beginning 12 August. In the Yorkshire Dales and the North York Moors we are surrounded by moorlands on the high ground where grouse can be found, as well as pheasant and partridge on the low ground.

Game is low in cholesterol and high in protein, making it a good alternative to other meats. Locally sourced game birds can be found on many menus providing a rich, complex flavour thanks to their diet of berries, acorns, buds and young green heather shoots.

Red grouse is unique to Britain, living exclusively on heather moorlands. However, this is a wild bird and stock numbers vary from year to year, hence some years, it is extremely sought after, generating an exclusive price tag, but in a good season, it can be found readily available at a reasonable price.

Pheasants and partridge share the same journey from field to fork but as reared birds, a greater supply will be available.





Fish:

Yorkshire is a region of longstanding fishing traditions, producing some of the finest seafood in Europe, but with a loss in local demand and seafood preparation skills, unfortunately most is now exported.

Working with local fishermen and restaurants, the 'Signature Seafood' initiative, led by Yorkshire Wildlife Trust, promotes the availability of quality, seasonal and sustainable fish in restaurants throughout North Yorkshire and the East Riding.

There's a booklet showcasing simple fish menus developed by Rob Green (Seafood Ambassador and former Seafood Chef of the Year), information on where to buy locally-caught seafood, and an opportunity for any business that serves fish to receive extra promotion by being part of the Signature Seafood's network of seafood champions.

Have you thought about using local and more sustainable fish on your menu? To find out more about the initiative and download a copy of the booklet, go to **www.northyorkmoors.org.uk/seafood**

Dairy:

Dairy farms have declined in numbers over the years but there are still family farms producing good quality milk across the Yorkshire Dales and North York Moors.

Some have diversified by supplying cheese producers with their milk or manufacturing ice-cream and cheese themselves and these tend to have a strong local identity: Wensleydale Cheese, Raw Wensleydale Cheese, Yorkshire Blue, Yorkshire Cheddar, Swaledale Cheese, Ribblesdale Cheese, Lacey's Cheese, Shepherds Purse Artisan Cheese, Botton Creamery's six unpasteurised cheeses, Stonebeck Cheese.

The majority of these cheeses can be purchased locally from local farm shops or from the famous Courtyard Dairy in Settle – all these cheeses contribute to the most amazing Yorkshire cheeseboard.









Fruit and vegetables:

Fruit and vegetables are not grown in abundance but there are small numbers of growers in both the North York Moors and the Dales, including a number of organic growers such as Growing with Grace near Settle and Newfield Organics near Kirkbymoorside, who supply wholesalers with an impressive range of vegetables and salad products. Many pubs and restaurants have their own kitchen gardens, offering the freshest, most seasonal fruit and vegetable varieties on the menu.

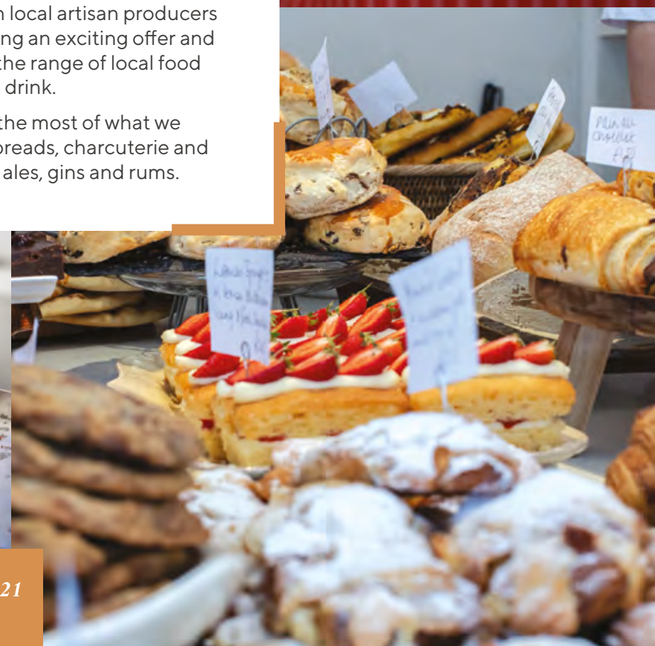
Using products that come from traditional orchards such as Ampleforth Abbey ciders, and Tree Top Press apple juice also makes a great story.

Honey can be found from various producers, with many bees feeding on local heather and wild flowers giving a distinctive local flavour.









Local producers:

We have seen a rise in local artisan producers across Yorkshire adding an exciting offer and interesting twist to the range of local food and drink.

They are making the most of what we rear and grow from breads, charcuterie and preserves, to real ales, gins and rums.

12 TOP TIPS
for hospitality and retail businesses

Use our top tips to help you to:

- Source more fresh local produce
- Sell more local food and drink products from quality suppliers
- Reach new customers and increase sales
- Provide the information your customers want to know
- Benefit from your knowledge of local produce and its link with our National Parks' landscapes



1. Buy local
Try to buy seasonal, local ingredients to serve on your menus or sell in your shop. Share this information with your customers; a sustainable ethos is important to a lot of customers.

2. Tell your customers
Shout about the local ingredients and produce you are using, giving them as much information as possible. Name the producer, name the farmer, name the location, name the breed of animal.

3. If you use family recipes, tell the story behind them
Maybe on the menu or placemat; make sure staff can tell the story.

4. Highlight the food miles you are using
Demonstrate this on a map by pinpointing the location where your ingredients come from. If you have a kitchen garden which produces the vegetables/salad/herbs on your menu make sure you promote it.

5. Go with the seasons
Take advantage of plentiful times to drive margins down and offer variety on your menu.

6. Visit your suppliers
To understand their story.

7. Use review sites
Love them or hate them, your customers will use them, so embrace the likes of TripAdvisor and use them to your advantage. A selection of great reviews ideally mentioning your use of local produce and some great images can be more influential in bringing new customers than any advert. Encourage your customers to leave reviews.

8. Photos and videos
Quality images and videos are vital in today's marketing of your business. Highlight what you do and how you do it, photograph your produce and how you do it and highlight your use of local ingredients by tagging your supplier or producer. Showcase your images at your premises, via social media and on your website.

9. Create dishes that are unique
You don't have to stay traditional but keep local so "Italian with a Yorkshire twist" - a fusion of Yorkshire food.

10. Use social media
Share your menu, great images of your produce and recipes. Visitors are becoming more and more knowledgeable about food and will generally use travel review sites and social media to plan every aspect of their trip. Once they've found their location, they will research places and look carefully at options for eating and drinking.

- Cross promote your products with your suppliers, work together to keep spend in the local economy.
- Follow your food producers and local businesses, credit, tag and link to your suppliers, mention places you like to go and visit too, and comment on your new products or menus.
- Make time to read social media, so you are on top of what is happening in Yorkshire.
- Share updates from local businesses, producers and community events to help create more visibility of your area on social media.

11. Get involved in local food and drink events
Raise your profile by attending these events. If you're a hospitality business, encourage your chef to do a cooking demonstration at food festivals, or host your own foodie event on the back of others taking place, such as: Yorkshire Dales Cheese Festival, Beer & Beef Festival, Leyburn Food Festival, Yorkshire Dales Food Festival, Sausage and Beer festival, Sedbergh Artisan market. Malton Food Lovers Festival, Saltburn Food Festival, Helmsley Artisan Food Market, Hovingham Village Market, Beertown, Stokesley Farmers' Market

12. Tell the produce story
Let your customers know about the products and the story behind it. For example Stonebeck Wensleydale is a raw milk farmhouse cheese which is handcrafted and reared in Nidderdale and is produced from fifteen Northern Dairy Shorthorn cows, a rare breed native to the Yorkshire Dales. They graze traditional wildflower meadows and pastureland. The taste and texture of the cheese is an expression of the traditional family run farm and place: soft and creamy with a long, complex and layered flavour. The cheese is made by hand, pressed and bound.

To learn and understand more about the products which you are using, contact the supplier, farmer, producer and see if you can arrange a farm visit or a visit from the them to learn more and educate your staff.

9 TOP TIPS
for food & drink producers

Use our top tips to help you to:

- Raise awareness of your food and drink produce
- Reach new trade customers and consumers, and increase sales
- Provide the information your customers want to know



1. Be local

If you produce food and drink in Yorkshire, tell you customers and suppliers. Capitalise on our brands by applying to use the 'Made in the Yorkshire Dales National Park' logo **www.yorkshiredales.org.uk/logo** or one of the North York Moors National Park partnership logos.

2. Share your product information

Go out and meet customers and tell them about your product, invite them to visit your premises, be it the farm, factory or your kitchen. Take time to meet your customers personally, people do business with people not the brand.You'll develop stronger; more long-term relationships with your customers and it demonstrate a friendly and welcoming service.

3. Tell your story

Provide information about who you are and what you produce on your website and social media. Remember to convey history and heritage, links to the land, and local provenance and a passion for the area and your product.

4. Use social media

Share great images of your product. It's an effective way to reach out to new customers and to maximise the benefits of third party endorsement. Get people talking about your product. Use hashtags such as **#local #localfood #yorkshirefood #eatyorkshire #buyyorkshire**

- Use social media to cross promote your products with your raw ingredient suppliers, work together to keep spend in the local economy.
- Follow local businesses, credit, tag and link to your suppliers, mention places you like to go and visit, and comment on your new products or outlets where people can buy.
- Make time to read social media, so you are on top of what is happening in Yorkshire.
- Share updates from local businesses, producers and community events to help create more visibility of your area on social media.

5. Create recipes with your product as a key ingredient

Send them to the media and local community magazines with a photo or create a video of you or a local chef cooking it. Post it on social media and share on your website.

6. Photos and videos

Quality images and videos are vital in today's marketing of your business. Highlight what you do and how you do it, and photograph yourself with your product from raw ingredient, on the land, your locality, your processes and your finished product. Highlight your use of local ingredients by tagging your suppliers and where your product goes by tagging your customers. Showcase your images at your premises, via social media and on your website.

7. Enter food and drink awards

Not only will this help you focus your attention on the quality of your product, it will raise your profile. Any success is a great draw for customers, a fantastic selling point and invaluable in marketing your business.

8. Attend local farmers' markets, food and drink festivals or local events

This will give you an opportunity to meet with your customers face to face. Offer samples, package your product well, tell your story and the sales and word of mouth will follow.

9. Run competitions

This will highlight your unique selling point, the prize being your product. Alternatively club together with other producers and create a hamper. Competitions are great for social media posts and low-cost exposure for your business, they can raise your profile and make more people aware of your product.

Taking care of the North York Moors and Yorkshire Dales

Plastic reduction

More than
8 million tonnes
of plastic waste finds its way into the world's oceans each year, and
50% of this is single-use plastic

(Source: UN Environment)

A million
plastic bottles are bought
around the world every minute
and it's predicted that figure will rise by another
20% by 2021

(Source: Refill)

There are
5,000 items
of marine plastic pollution
per mile of beach in the UK

(Source: Surfers Against Sewage)



We know our countryside, oceans, coastlines and waterways are choking on plastic and other litter. No beach is immune, even along the beautiful coastline of North Yorkshire. We've all seen plastic bottles, food wrappers and plastic bags polluting beaches, and been horrified by how plastic is affecting wildlife. Attenborough's Blue Planet series poignantly showed this and moved a nation into action.

Plastic straws, stirrers and cotton buds with plastic stems will be banned in England by April 2020 but there's still more that can be done to tackle other single-use plastic. If you're wondering where to start, there's plenty of free guidance out there:

- **TUI** have launched **Plastic Reduction Guidelines for Hotels** which explain the different kinds of plastic, identifies best practice, gives guidance on managing plastic using the 4Rs (reduce, reuse, replace, recycle), suggesting alternatives for each part of the business from bedrooms and bathrooms to kitchens and housekeeping. There's plenty of ideas relevant to smaller businesses too. Download for free at **www.tuigroup.com/hotel-plastic-reduction**
- **VisitBritain** has pulled together a wealth of information about making a positive difference to our environment, save your business money and improve your customer experience **www.visitbritain.org/business-advice/make-your-business-sustainable**

CASE STUDY: Become a plastic free business champion

Surfers Against Sewage (SAS), the environmental charity, runs a nationwide initiative, Plastic Free Communities (PFC) for local communities to reduce their single-use plastic.

In 2018, Saltburn and Marske were proudly awarded PFC status having formed an alliance between local litter groups, Keep it Clean at Saltburn and Marske Litter Group to implement a PFC action plan, which includes:

- Redcar & Cleveland Borough Council (RCBC) passing a motion to pledge a reduction in single-use plastic
- Local businesses pledged to remove at least three plastic items and replace with sustainable alternatives
- Community alliances created amongst local community groups, schools, Parish councils
- Regular beach cleans and fundraising events
- A Steering Group ensures sustained progress

Here's some examples of what's happening:

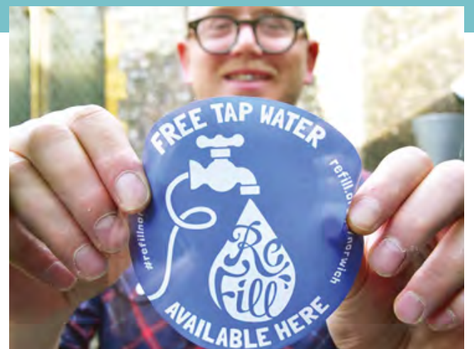
- Plastic straws replaced with paper or completely removed
- Plastic cutlery replaced with bamboo or recycled material
- Paper bags now used for fruit
- Cardboard boxes or trays made out of sugarcane by-product used to replace polystyrene (e.g. for fish & chips)
- Replace single serve plastic sachets with refillable tamper proof dispensers
- Offering tap water as standard or glass bottles instead of single-use plastic water bottles

With economies of scale becoming more attractive, a number of distributors are now stocking or sourcing alternative products.

Find out how to become a plastic free business champion and get your free toolkit here www.sas.org.uk/petition/plastic-free-champion

MORE IDEAS

- Sign up to the Refill scheme and get your tap on the map! Refill is a national, practical tap water campaign to help prevent plastic pollution. Participating hotels, attractions, shops, cafes, restaurants, galleries, museums and other businesses simply put a sticker in their window – letting passers-by know they're welcome to come on in and fill up their bottle – for free. **https://refill.org.uk/**
- Filter water in-house and present in reusable bottles to save on cost, packaging waste and transportation
- Offer discounts for customers using reusable coffee cups
- Use beeswax food wraps instead of plastic/cling film
- Don't forget your teabags. Several brands use polypropylene, a sealing plastic, to keep them from falling apart. Check out your brand's website to see what steps they are taking or think about using loose tea leaves
- Ask your suppliers to reduce or remove unnecessary plastic packaging that you receive
- If your guests are heading to the coast, encourage them to do a **#2minutebeachclean** or join in yourself! It's easy to follow the instructions and do your bit to help. Find Beach Clean Stations at Whitby, Sandsend, Runswick Bay, Staithes, Robin Hood's Bay (National Trust's The Old Coastguard Station). You'll also find equipment at YHA Boggle Hole.
- Share best practice and tell your customers what you're doing to inspire others to act too.





NEED HELP FINDING ALTERNATIVES?

Yorkshire Wildlife Trust

Researching suppliers who provide cost affordable alternatives for plastic products can often be extremely time consuming. Yorkshire Wildlife Trust want to make it easy as possible and do the legwork for you. If you'd like to reduce your businesses plastic usage, then contact livingseas@ywt.org.uk and they will be able to help.

Or check their online shop to see a full range of plastic alternatives – www.ywtshop.org.uk





Food waste

The **cost of food waste** from the UK hospitality and food service sector was estimated at **£2.9 billion per year** in 2015

The amount of **food wasted each year** is equivalent to **1.3 billion meals**, or **one in six of eight billion meals** served.

On average **21% of food waste** arises from **spoilage**; **45% from food preparation** and **34% from consumer plates**.

(Source: WRAP)

This is an area where you can reduce purchasing and waste costs, and your environmental impacts. Simply reducing the waste you generate will save you money.

Here's a few simple tips to get you started:

- It's time to start **#Compleating** – letting no edible food go to waste. Find out what you can do with skins, peel, leaves, stalks, crusts and more from Love Food Hate Waste **www.lovefoodhatewaste.com/compleating**
- Use your leftovers - Before you dispose of fresh produce past its best, turn it into something else e.g. use black bananas to bake banana bread, make vegetable soup or bubble & squeak
- Reduce portion sizes by positioning a dish as a healthy option e.g. a half-sized Yorkshire breakfast
- Rather than providing guests with long-life milk in individual plastic portions, provide fresh milk in a flask
- Link up with a local food bank or charity that would benefit from donated leftovers rather than it going to landfill. Businesses in Malton have pledged to donate to Ryedale Free Fridge, part of the Community Fridge Network and the first in Yorkshire. They redistribute the food freely to people who need it or who can donate on a 'pay as you feel basis' **(see www.facebook.com/groups/488662791597199/).**

WRAP, the waste reduction action programme has a wealth of information to help you reduce your food waste, including understanding where your food waste comes from, reducing waste through menu planning, storage, portioning and recycling, alongside case studies from pubs and hotels. See **www.wrap.org.uk/food-drink/business-food-waste/hospitality-food-service**

View the full list of supporting resources for the Hospitality and Foodservice sector here **www.wrap.org.uk/content/supporting-resources-hospitality-and-food-service-sector-4**

Menu makeover

Here's a few ideas on how to describe dishes you may already offer on your menu to connect them with the place. A simple change to your description can provide your customer with the inside story of the food you are serving.

If you have a local cheese producer close to you or a local butcher who makes great sausages, then use these to create your menu.

OLD MENU	NEW MENU
MAIN MENU:	**MAIN MENU:**
Fish and chips	Locally caught pollock fillet with seaweed salted chips, pea mayonnaise and lemon.
Steak and ale pie with mash and peas	Traditional homemade Yorkshire steak and ale pie, made from 100% grass fed Belted Galloway (heritage) beef and Wensleydale Ale, served with Yorkshire buttery mash and peas.
Filled Yorkshire Pudding	Our own family recipe Yorkshire pudding filled t'brim with succulent Dales breed lamb, local vegetables and rich minted gravy. This is the local's favourite!
CHILDREN'S MENU:	**CHILDREN'S MENU:**
Sausage and chips	Outdoor reared rare breed Yorkshire sausages with hand cut chips and minted peas.
Pasta, tomato sauce and cheese	Fusilli pasta served with a rich homemade tomato sauce topped with grated Yorkshire Cheddar.
Vanilla ice-cream	Rich and creamy Wensleydale or Ryeburn Vanilla Ice-cream drizzled with Yorkshire honey.
OTHERS:	**OTHERS:**
Parkin and custard	Granny Metcalfe's traditional Yorkshire parkin served with homemade custard.
Cheeseboard	Yorkshire cheeseboard served with local cheeses of the week... Raw Milk Wensleydale Cheese from Stonebeck Farm based in Nidderdale, rich and creamy Yorkshire Brie from Wensleydale Creamery, Yorkshire Blue from Shepherds Purse in Thirsk and Dale End Cheddar from Bottom Creamery in the North York Moors. Accompanied with delicious locally produced fruit cake and traditional Yorkshire oat biscuits from Cockett's in Hawes.
Ploughman's	A Yorkshire Farmer's Lyle (small) lunch including slow cooked Yorkshire ham, local Wensleydale Cheese, The Clucking Pig's handmade gourmet scotch egg and Raydale Preserve's Aunt Lena's Piccalilli.

Useful websites

North York Moors National Park
Capital of Cake campaign:
www.northyorkmoors.org.uk/capitalofcake
Signature Seafood initiative:
www.northyorkmoors.org.uk/seafood

Taste of the North York Moors
Telling the stories of food & drink producers and talented chefs who share our passion for looking after the North York Moors.
www.tasteofthenorthyorkmoors.com

North York Moors Tourism Network
An informal tourism business support network, encouraging collaboration between businesses and providing resources to help them develop.
www.northyorkmoorstourism.com

Howardian Hills Area of Outstanding Natural Beauty
www.howardianhills.org.uk

Yorkshire Dales National Park
www.yorkshiredales.org.uk

Dales Tourism Network
An informal tourism business support network, focused on tourism marketing, product development and supporting local businesses.
www.dalestourism.com

Nidderdale Area of Outstanding Natural Beauty
www.nidderdaleaonb.org.uk

Grow Yorkshire
Helping farmers and food producers access all the support available to grow their business
www.growyorkshire.co.uk

Deliciouslyorkshire
Supports emergent food and drink businesses through networking, promotion, sales and training
www.deliciouslyorkshire.co.uk

WRAP (Waste and Resources Action Programme)
Provides practical solutions to businesses to improve resource efficiency, reducing food waste, water and energy.
www.wrap.org.uk/food-drink

About this toolkit

This toolkit has been created in partnership by the four protected landscapes within North Yorkshire to give businesses practical advice to make the most of Yorkshire's stunning food and drink offer, to attract more visitors, encourage them to come back, and grow your business.







North York Moors National Park

YORKSHIRE DALES National Park

Howardian Hills Area of Outstanding Natural Beauty

NIDDERDALE Area of Outstanding Natural Beauty

Photography by: Polly Baldwin, Stephen Garnett, Paul Harris and Ceri Oakes.