



EATING CITY

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Statement from Midas Dekker



- **Traditional food offers no solace in the future.**
- **Neither does biological farming.**
- **Therefore, we have to switch over to eating from the factory, made with micro-organisms.**
- **Sustainable, healthy, good for the environment and without suffering.**



Thanks to the brave and dedicated catering team from Naarderheem

**Back to the origin of traditional
cooking with organic and local
products in nursing home
Naarderheem**

- **The assumption is that an industrial process of cooking food is cheaper and of the same quality as traditional cooking.**
- **I claim that it is NOT cheaper and certainly not of the same quality.**
- **Social factors, mood and atmosphere around food and beverages are important for a good nutritional status**

Where did we go wrong?

- **We produced a meal I called, “not bad“.**
- **But gradually we came to the conclusion that “not bad” is in fact “very bad”.**



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What is the problem / challenge?



- **300,000 elderly people in the Netherlands stay in a care-facility.**
- **Under pressure from ever shrinking budgets, care institutions are looking for the cheapest "acceptable" food to serve.**
- **Industrial prepared food APPEARS to be the cheapest solution.**

But is it the best solution?

To add insult to injury?

- **Approximately 1 million elderly, living independently, rarely eat a fresh prepared meal any more.**
- **By social isolation, lack of energy or too much effort to go into a complex mini-market.**



Imagine;

- Eating an airline meal every day or;
- your only option is eating in a hospital, nursing home or highway restaurant?



The dream:

- **Create an open-plan kitchen in the restaurant.**
- **Prepare the food the traditional way with as many organic and / or local products as possible.**
- **Serve the food in the most hospitable environment imaginable.**
- **Open the restaurant for elderly people from the neighborhood.**

Hospitality

- **Hospitality is an art.**
- **Just out of the environment where everything is focused on the restriction.**
- **Encounter and contact.**
- **Serenity and attention surrounding the meal.**



Then

Now



a few reasons:

Waste

- **A third of the foods produced annually, is discarded or lost.**
- **This equates to approximately 1.3 billion tons per year.**
- **a Dutchman annually wastes 100 pounds of food. It will cost each household between 270 and 400 euros per year.**
- **The main reason is the indifference to food.**

Traditional cooking produces less waste !

a few reasons:

Taste Perception



- **Taste memory**
- **Smell Memory**
- **Variation**
- **The taste experience**



Our odor memory is a basic part of our brain. Scented Memories are immediate and call on a conscious state of being. The elderly people can be brought back by a smell of "old" fragrances to better times. A form of reminiscence.

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a few reasons
Craftsmanship

- **Quality**
- **Flexibility**
- **Creativity**
- **Contact between guest and cook**
- **The taste is better**
- **Job satisfaction of professionals**



a few reasons Experiences



- An Open plan kitchen so there is something;
 - to see
 - to smell
 - to taste

a few reasons

- **More possibilities.**
- **Less loss of product.**
- **Less environmental impact.**
- **Better.**
- **Healthier.**

Less expensive !!



100 reasons not to do it just one to do it



- Do not be foolish.
- It is good this way?
- That is not our problem.
- Think about it again.
- Let us be realistic.
- Put it in writing first.
- That is against our policy.
- The time is not ripe yet.
- Let's keep it under advisement.
- Will you guarantee that it works.
- When did you become an expert?
- We should just talk about it first.
- If it really was a good idea, others had already tried it.



How much does it cost me?

			Organic artisan		Industrial
Ingredient Price			€ 3,10		€ 2,55
Labour costs kitchen / restaurant			€ 5,94		€ 2,54
Transportation costs			€ 0,00		€ 0,66
Depreciation, energy, etc.			pm		pm
Saving nursing staff	*)1	-/-	€ 1,32		
Extra income	*)2	-/-	€ 1,55		
			€ 6,17		€ 5,75

*) 1 = 3 hours per day per 30 customers

*) 2 = € 75,000, - per year

In short:



Craftsmanship:

- € 6.17
- Pm savings:
- Diet products
- Nutritional supplements
- Drugs
- Products Skin Care
- Staff Costs
- Extra income

Institutional:

- € 5.75
- Pm hidden costs:
- Care workers
- Reheating costs
- Loss of products

Why is it hardly more expensive?

- **Less loss of product.**
- **Competitive procurement by relatively large volume.**
- **No more menu cycle.**
- **Sales to third parties.**
- **No margin for caterer.**
- **Less use of diet products.**

What does it take?

- **Courage**
- **Perseverance**
- **Vision**
- **Persuasion**
- **a little extra money**

**NO GUTS
NO GLORY**



In conclusion:



- **Factory-prepared meals are hardly cheaper than traditionally prepared meals.**
- **Traditional prepared meals are, however, tastier, healthier and more fun to make.**
- **Industrial production is not always cheaper!**
- **Why then should we give the older citizens of this country, a factory meal.**

Thank you

- **Do not let your dreams be spoiled by the bookkeeper.**
- **The minister who once decided to build a sewer system in this country had no sound business case, but contributed more to our health than all the doctors together!**

