

EATING CITY

THE NETHERLANDS DECEMBER 6-7, 2012











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



Statement



- 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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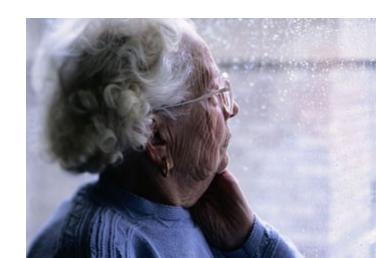
What is the problem / challenge?

- 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 to much effort to go into a complex minimarket.



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**

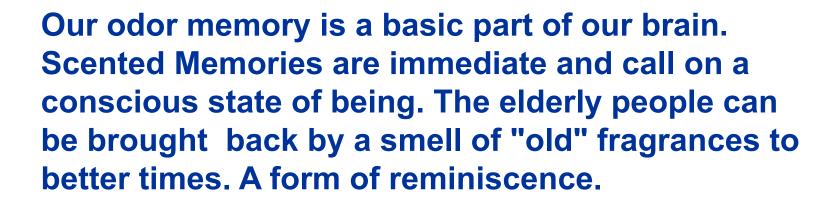
- A third of the foods produced annually, is discarded or lost.
- This equates to approximately 1.3 billion tons per year.
- a Dutchman annually wastes 100 pounds of food. It will cost each household between 270 and 400 euros per year.
- The main reason is the indifference to food.

Traditional cooking produces less waste!

a few reasons:

Taste Perception

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





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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.



a few reasons Craftsmanship

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





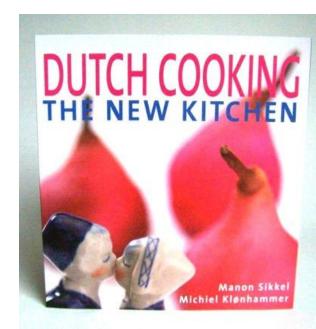




- to see
- to smell
- to taste

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 roally was a good idea, others

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 <u>savings</u>:
- 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





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!

