



Healthy People, Healthy Planet

Certification Standards

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Healthy People Healthy Planet: Ensuring recipes are healthy for humans and environmentally sustainable

The globalisation of food production and rapid pace of development have had a high toll on the quality of our food. Intensive farming methods such as excessive use of chemicals, compaction of soil through heavy machinery and monocropping have substantially reduced nutrient content of produce. At the same time, ultra-processed food which is high in sugar, salt and fat are being increasingly sold and consumed worldwide. As the quality of food has decreased, so have human and planetary health.

At present, unhealthy diets pose a greater risk to morbidity and mortality than unsafe sex, alcohol, drug, and tobacco use combined. Nearly 40% of the world population is overweight and obese, and the spread of non-communicable diseases (NCDs) – closely linked to nutrition and diet - such as diabetes, cardiovascular diseases, cancer, chronic respiratory diseases and mental disorders is becoming highly alarming in both developing and developed countries.

Simultaneously, the way food is being produced is responsible for more than a third of global greenhouse gas emissions, accelerating global warming and severely threatening climate stability, and is amongst the major drivers of environmental degradation and pollution.

As these trends rapidly unfold, food businesses bear the responsibility to inform and educate consumers about their food choices and provide them with alternatives that positively work towards altering these. The Healthy People Healthy Planet mark enables them to do so by signposting food preparations and recipes that are beneficial for human health and have a reduced environmental impact.

This document lays out in a detailed manner the standards upon which a recipe is deemed healthy and sustainable.



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Scope of the Certification Standards

These certification standards cover all kinds of meals prepared by food businesses - ready to eat, delivered or freshly made.

What is considered a meal?

- Main dishes
- Recipes understood by consumers as main dishes
- Does not include drinks, snacks, desserts, side dishes, sauces, or other types of garnish

Examples of meals that can be certified are:

- Mains at restaurants (first and second courses),
- Ready to eat meals of food delivery businesses
- Main dishes served by caterers, e.g. at events

Food businesses may choose to certify one or more or all of the meals in their menus, in whichever form that may be. The HPHP Certification standards are not a whole food business standard, therefore only the selected meals that are audited as meeting the standards are designated as certified meals.



Objectives of the Certification Standards

1. Define what are the criteria for signposting food choices that are healthier and better for the planet to consumers when they are buying food in the out of home sector.
2. To empower consumers with information they need to make conscious buying choices, enabling them to positively contribute to their health as well as planetary health
3. To empower Hospitality professionals with the information they need to create meals that use ingredients that are naturally healthier and grown/produced in a more environmentally positive way. This enables them to make informed choices when choosing suppliers of fresh ingredients, and also to create meals that appeal to health & environmentally conscious customers.
4. To enable Hospitality professionals to measure, track, and report on the human health impact of their meals as well as quantify their carbon emissions and environmental impact. This will allow them to make improvements to reduce their negative impacts over time, and report on these to customers, stakeholders and regulatory bodies (as required).
5. To educate individuals on dietary choices that reduce the risk of negative diet-related health outcomes such as cardiovascular diseases, diabetes and cancer.
6. To proactively provide consumers with information about how ingredients in their meals have been produced, with the impact on the planet and health, thereby encouraging and incentivising producers to convert to better production methods, that incorporate regenerative practices that contribute to human and planetary health.



Benefits of the HPHP Standards

The HPHP standards have been designed to promote recipes that are beneficial to human health and that have a reduced environmental impact.

The consumption of meals that contain combined levels of positive and negative risk factors and micro and macro nutrients within the thresholds determined by peer reviewed national and international studies and dietary guidelines is surely likely to reduce the risk of non-communicable diseases and significantly improve gut health, with induced benefits for physical and mental wellbeing.

Similarly, the consumption of recipes comprising ingredients whose carbon emission intensity is low and that have been responsibly sourced, produced and distributed, is surely likely to have a significantly reduced impact on the natural environment. In particular, they would contribute significantly less to global warming and climate change, would cause lower disturbance to soil health and would be less chemically polluting. The consumption of these recipes may incentivise farming methods that positively benefit soil structure, carbon sequestration, biodiversity and wildlife.

Peer reviewed and published research papers have identified that Ingredients that are grown in a way that nourishes soils and biodiversity have a higher nutritional density and better composition of vitamins and minerals than their counterparts, being healthier not only for the natural resource base required to produce them, but also for whoever eats those ingredients. This aspect is important because it highlights that sustainable production not only has benefits for the environment, but also for humans, contributing to human and planetary health in the same way.



What is the HPHP mark

The HPHP certification mark has been designed for food sector businesses to showcase and highlight meals that are healthy for humans and the planet. Meals that meet the necessary requirements to be deemed healthy and sustainable are awarded with the HPHP certification mark.

Identifying a Healthy People Healthy Planet Meal

The health/nutritional value and carbon emission credentials of a meal constitute the basis upon which a meal is awarded the HPHP mark. Generally, a meal that is healthy and has low carbon intensity qualifies for the HPHP mark. Specifically, the composition of weighted ingredients of a meal must be such that the healthy and carbon ratings, carried out by Sustainable Kitchen Consultants and MyEmissions respectively, produce a score lower than a set of defined thresholds. The following section explains how Healthy People Healthy Planet meals are identified.

The assessment of a meal takes into account the nutrient composition, carbon emissions and sourcing information (provenance, methods of production, packaging - when available). A score is assigned to the nutritional and carbon emissions components of a meal separately, but in equal metrics (grades from A to E), following independently developed methodologies described below. A set of adjustments will then be applied to both scores if sourcing information about meals is available. Scores are then classified along defined thresholds. If both fall within the 2 lower ranges, the recipe qualifies for the HPHP mark.

Healthy Rating

The HPHP health rating methodology has been independently developed by Sustainable Kitchen Consultants and draws from a combination of high reputation nutrient profiling models, peer reviewed articles and reports and large epidemiological studies.



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The nutritional quality and health of a meal is determined on a scale ranging from 14 (healthiest) to 42 (least healthy) based on a meal's food group and nutrient content per serving size. In particular, the HPHP nutrient profiling model accounts for 8 positive dietary risk factors and 6 negative ones. Positive factors are those considered healthy if consumed within certain thresholds, while negative ones are those considered unhealthy if consumed in excess.

A score is assigned to each of the risk factors, producing a Positive Score (PV) and a Negative Score (NV). These are then added to each other to produce a final score, to which a set of reduction adjustments are made depending on suppliers sourcing information - when available. The adjustments will look for the presence of a minimal percentage of ingredients that are:

- Produced through organic and or regenerative (no-low till) methods of farming
- Seasonal
- Probiotic
- The meat is Game or pasture fed - assured PFLA

The final score will then constitute the Health score, to which healthy rating grades ranging from A to E will be assigned.

Carbon rating

The HPHP Carbon rating methodology has been developed based on a rating system that assigns a grade ranging from A to E according to the carbon intensity of the meal (the per kg carbon impact of the meal).



The carbon intensity is calculated using an internal food emissions database, based on 'life cycle assessments' published in peer-reviewed journals. There is a specific value for each food at the main stages of its life cycle. The database contains global values and some location-specific values, in particular covering the UK.

Where specific data from clients is available, this is used to calculate the impact of the food at any relevant life cycle stage. If any data is not available, default values from the internal database are then used.

The calculation takes into account the process all along the supply chain, including from suppliers, to give a complete picture of a food's impact the values take into account the four main stages of a food's life cycle:

- Farming, taking into account where the food was farmed
- Processing
- Packaging (primary and secondary)
- Transport, including transport of ingredients and packaging to client and from client to market or final consumer (if delivered directly).

Emissions from the retail or cooking stage of a food's life cycle are not considered in the calculation.

The calculation will therefore produce a carbon score, to which carbon rating grades ranging from A to E will finally be assigned.

Healthy People Healthy Planet rating

A meal qualifies for the Healthy People Healthy Planet mark if its Healthy and Carbon ratings fall within either grade A or B.



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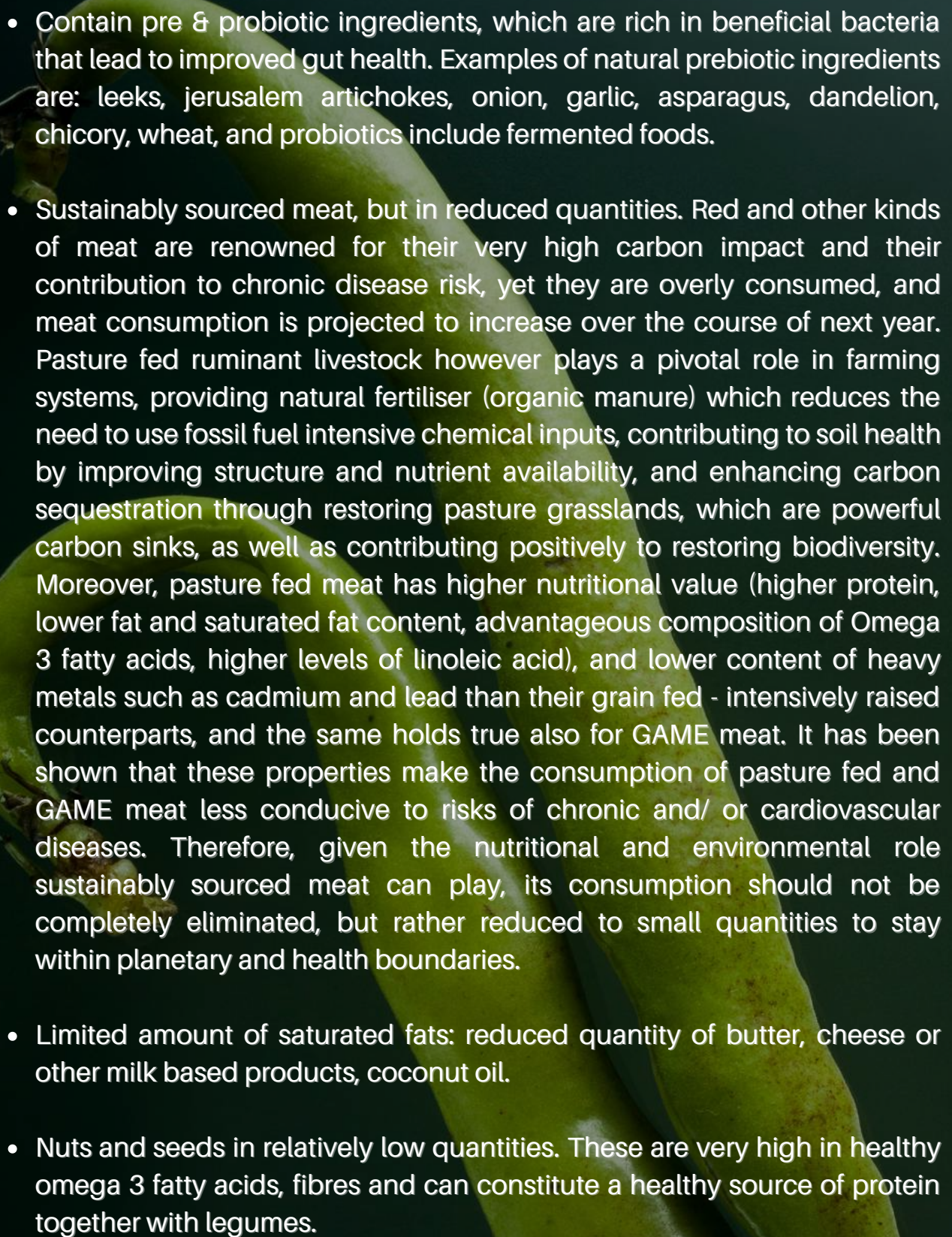
What does a Healthy People Healthy Planet meal look like?

The carbon and health assessment criteria effectively constitute guidelines food businesses can draw from to develop and test recipes that are healthier and sustainable and potentially eligible for HPHP.

Translating the criteria into actual recipes, a HPHP meal would be comprised of:

- High amount of vegetables (and fruit) , wholegrains and legumes. These are rich in nutrients and vitamins, and fibres, which contribute to healthier levels of cholesterol and leading to better balance of blood sugar levels and energy.
- Seasonal, fresh ingredients sourced from local producers. The supply chain of these products would be shorter and as a result the transport related emissions would be lower and therefore have a reduced environmental impact. Moreover, seasonal produce has been found to have a more optimal composition of micronutrients than its counterparts, as off-season agri food production is carried out in artificial conditions which impact nutritional value of produce. In practical terms this would translate to switching foreign imported produce with whatever is locally available, and choosing suppliers that are UK based.
- Organic and/or regeneratively grown produce. Regenerative and organic farming techniques minimise or totally eliminate the use of fossil fuel intensive chemical fertilisers and pesticides and sequester soil carbon, thereby reducing GHG emissions. They improve soil biodiversity and lead to improved soil health, enabling the production of nutrients denser and healthier crops: crops grown in this way have been found to have significantly greater levels of vitamins, calcium, phosphorus, iron and magnesium and other important nutrients than their conventionally farmed counterparts.



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- Contain pre & probiotic ingredients, which are rich in beneficial bacteria that lead to improved gut health. Examples of natural prebiotic ingredients are: leeks, jerusalem artichokes, onion, garlic, asparagus, dandelion, chicory, wheat, and probiotics include fermented foods.
 - Sustainably sourced meat, but in reduced quantities. Red and other kinds of meat are renowned for their very high carbon impact and their contribution to chronic disease risk, yet they are overly consumed, and meat consumption is projected to increase over the course of next year. Pasture fed ruminant livestock however plays a pivotal role in farming systems, providing natural fertiliser (organic manure) which reduces the need to use fossil fuel intensive chemical inputs, contributing to soil health by improving structure and nutrient availability, and enhancing carbon sequestration through restoring pasture grasslands, which are powerful carbon sinks, as well as contributing positively to restoring biodiversity. Moreover, pasture fed meat has higher nutritional value (higher protein, lower fat and saturated fat content, advantageous composition of Omega 3 fatty acids, higher levels of linoleic acid), and lower content of heavy metals such as cadmium and lead than their grain fed - intensively raised counterparts, and the same holds true also for GAME meat. It has been shown that these properties make the consumption of pasture fed and GAME meat less conducive to risks of chronic and/ or cardiovascular diseases. Therefore, given the nutritional and environmental role sustainably sourced meat can play, its consumption should not be completely eliminated, but rather reduced to small quantities to stay within planetary and health boundaries.
 - Limited amount of saturated fats: reduced quantity of butter, cheese or other milk based products, coconut oil.
 - Nuts and seeds in relatively low quantities. These are very high in healthy omega 3 fatty acids, fibres and can constitute a healthy source of protein together with legumes.



HPHP Certified Businesses

Food businesses that have at least 3 of their meals awarded with the Healthy People, Healthy Planet mark are considered HPHP certified businesses.

Application and Assessment Process

To apply for the HPHP certification mark, food businesses must pay the prescribed fee and provide the Certification Body, comprised by Sustainable Kitchen Consultants and an independent arbitrator, with the weighted ingredients and sourcing information of the meals it wants to certify. The Body, in turn, will use the information to calculate a health and carbon rating for each meal following the independent assessment methodologies. The meals that meet the characteristics (thresholds) will be awarded with the HPHP Certification mark.

Fees

The Certification Body shall be entitled to charge fees at a level to be determined from time to time depending on the number of meals and frequency of auditing. The more meals the Applicant requests to certify and higher the frequency with which it will ask to do so, the lower the fee will be. Check our website for a list of current fees that may be subject to change according to the type of service requested.



Use and Terms and conditions of the Mark

- The HPHP certification mark only must be used only in relation to certifiable meals conforming to the requirements for the testing and approval laid out in the HPHP Standards to which reference has been endorsed upon the Licence authorising the use of the mark.
- The HPHP Certification mark may be used on menus, both online and in printable format, displaying the logo adjacently to the meals that conform to the HPHP Standards. The mark may be also displayed in other sections of the menu, but it must not be placed next to non-certified meals.
- The HPHP Certification mark may be used on advertising and marketing material, including web sites, brochures, posters, promotional videos, social media pages and posts.
- When displaying the certification mark, on their physical or online menus and advertisement material, the food business must always include an indication that is a certification mark either next to the mark or on the page where it is displayed. An example of this could be displaying the certification mark on the side of the menu with the following text written after it: 'This certification mark shows you what meals are healthy for you and the planet'
- The HPHP Certification mark must not be displayed adjacently to meals that do not meet the HPHP characteristics.
- As soon as any change is made to the recipes of certified meals - either in terms of ingredients composition or supplier sourcing information - the food business must notify the Certification Body



- Ingredients and sourcing information for each of the certified recipes must be updated every 6 months by the food business.
- The food business must not, during the period of validity of the Licence or thereafter, register or attempt to register the Certification mark or any imitation thereof, make or assert any claim of ownership to the Certification Mark and dispute the right of the Certification Body, its successors or assigns, to authorise the use of the HPHP Certification mark as provided herein.
- The food business must discontinue use of the logo and/or designation which is unacceptable to the Certification Body and any form of statement relating to the certification which, in the opinion of the Body , might be misleading. In cases of blatant misuse, the Certificate may be summarily cancelled at the discretion of the Body .
- The food business will, upon the suspension, withdrawal or cancellation of the Licence, immediately discontinue the use of the Certification mark or any reference thereto and will not thereafter use any copy or imitation thereof.
- In case of take-over or merger of the Food Business, written permission from the Certification Body is mandatory in order to transfer the right to use the HPHP Certification mark.
- The food business will at all times give all such information regarding his use of the HPHP Certification mark, as the Certification Body may from time to time require, and shall permit a duly authorised representative of SKC or MyEmissions to make any reasonable investigations upon its premises, including inspection of the relevant recipes and ingredients, as may be reasonably required by the Certification Body for the purpose of satisfying that the Certification mark has been properly used.

Healthy People, Healthy Planet is brought to you by:



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