

# Educational Material About KRAV for Restaurant Staff

A KRAV-certified restaurant must plan its routines so that they comply with the KRAV standards for restaurants and caterers. These standards are primarily in Chapter 15 of the KRAV standards, but standards that apply to restaurants are also in Chapters 2, 3 and 20. Every KRAV-certified activity contributes to sustainable development in the food sector. It is therefore important that everyone who works in these activities complies with the routines connected to the KRAV standards.

## This is KRAV

KRAV is Sweden's most well-known sustainability label for food, with especially high standards for animal welfare, social responsibility, health, and climate and environmental impact. KRAV's strategy is to:

- ✓ Develop tools and standards to promote sustainability in the production and consumption of food
- ✓ Contribute to an increased supply and increased consumption of sustainable food through effective and business-like cooperation, clear communication and a strong trademark.

KRAV develops standards together with stakeholders in the entire chain from producers to restaurants and commerce. Researchers as well as consumer and environmental organisations also participate in the work, and the standards are constantly evolving. Companies that comply with the KRAV standards and are certified have the right to use the KRAV label in their marketing. All KRAV-labelled production throughout the entire food production chain is regularly audited. KRAV is not responsible for the auditing, which to guarantee impartiality is carried out by independent certification bodies. The certification bodies are in turn controlled by the government authority Swedac.



The KRAV label is trademarked and must only be used on or in connection with KRAV-labelled products. It may also be used by KRAV-certified restaurants in connection with ingredients on menus.



The KRAV restaurant label is available in four versions, corresponding to the proportion of sustainable food\* purchased by the restaurant. At the basic level, at least 20% of the activity's purchase value of food must be comprised of sustainable food, of which at least half must be KRAV-labelled. For the premium levels bronze, silver and gold, the purchase value must be, respectively, at least 30, 60 and 90% sustainable food, of which at least two thirds must be KRAV-labelled\*.

\* Sustainable food means that the products are KRAV-labelled, EU-organic or MSC-labelled.

## A KRAV-certified Activity Must, Among Other Things:

- ✓ Place the KRAV certificate so that it is clearly visible for guests
- ✓ Ensure that all staff working with serving or cooking have undergone training about KRAV and organic and sustainable production
- ✓ Be able to show purchases of KRAV-labelled products and traceability for unprocessed meat, fish, and shellfish.
- ✓ Not serve dishes that contain species marked with a red light according to the World Wildlife Fund for Nature's (WWF) [Fish Guide](#) and [Meat Guide](#)
- ✓ Use ecolabelled cleaning agents
- ✓ Have environmental goals that are followed-up every year by the certification body

# KRAV and Organic – There is a Difference

## Organic

The EU has minimum standards for what can be called organic. We call this "EU-organic". These foods are produced:

- ✓ Without non-naturally occurring chemical pesticides
- ✓ Without artificial fertilisers
- ✓ Without genetically modified organisms (GMOs)
- ✓ With standards on the treatment of animals and that animal feed should primarily come from a farmer's own farm
- ✓ Using gentle processing methods and with few additives



Organic production contributes to cleaner watercourses and increased biodiversity. There are on average 30% more species of plants, birds, bees and other pollinators on organic farms.

## KRAV is Organic and More

KRAV is Sweden's most well-known sustainability label for food. KRAV-labelled products are organically produced based on EU organic standards, but with especially high standards for animal welfare, social responsibility, health, and climate and environmental impact. The KRAV standards for sustainable fishing, restaurants and for social responsibility are not present in the EU organic standards.

### KRAV HAS GREATER REQUIREMENTS FOR ANIMAL WELFARE



- ✓ Pigs must be able to graze, root in the ground and bathe in mud in the summer. In EU organic production, it is adequate for pigs to have access to a concrete slab. Most conventionally raised pigs are not allowed to go outside at all.
- ✓ The animals give birth in seclusion, to minimise stress.
- ✓ There are special standards for slaughter, which should take place as calmly as possible.

### THE KRAV STANDARDS FOR THE ENVIRONMENT AND CLIMATE GO FURTHER THAN THE EU STANDARDS



- ✓ The company must have systematic environmental management.
- ✓ Large greenhouses must predominantly use renewable energy.
- ✓ Farmers must have taken a course in fuel-efficient driving and use green electricity.

### KRAV HAS A GREATER FOCUS ON HEALTH



- ✓ Organic food is produced without non-naturally occurring chemical pesticides.
- ✓ KRAV approves only about 50 food additives, though Swedish law approves about 300 additives.
- ✓ KRAV has especially rigorous requirements for health, for example the additive nitrite must not be used in ham and other processed meat products.
- ✓ Food grown in Sweden must not be grown closer than 25 meters from heavily trafficked roads.

### KRAV ALSO HAS STANDARDS FOR SOCIAL RESPONSIBILITY



- ✓ Basic human rights must be respected.
- ✓ The Swedish legislation on working conditions must be complied with in Sweden. This also applies to seasonal workers, immigrant workers, staff from agencies supplying temporary workers, and volunteers.
- ✓ For imported products, forced labour is not allowed and workers must have the opportunity to organize and the right to collective bargaining.

# Other Eco-labels



**EU-ORGANIC** is the European label for organic production. What may be called organic is governed by EU regulations. Amongst other things, food must be produced without artificial fertilizers and without non-naturally occurring chemical pesticides. There are also requirements for animal welfare and only a few additives are allowed in ready-made food. All pre-packaged organic goods coming from an EU country must be labelled. Audits are carried out by independent certification bodies.



**MSC**, Marine Stewardship Council, is an international label for wild fish (not farmed) with the goal of ensuring the world's access to fish and shellfish. The label places demands on fish stocks and fishing methods, for example, how gear is used to reduce by-catch of other species. The fishing must be well managed and sustainable.



**ASC**, Aquaculture Stewardship Council, is a global sustainability label for farmed fish and shellfish. The label places demands, amongst other things, on the feed used in the farms, on reduced use of antibiotics, water purification and on traceability of the fish back to the farm. In addition, there are social demands such as freedom of association and a ban on child labour.



**FAIRTRADE** is a label that requires better opportunities for growers and employees to be able to improve their working and living conditions. Child labour and discrimination are opposed at the same time as democracy, the right to collective bargaining, environmental considerations and organic production are promoted. Fairtrade is an international label.



**RAINFOREST ALLIANCE** is an international label for food that can be seen for example, on coffee, bananas and chocolate. The label, amongst other things, promotes biodiversity, makes efforts to protect forests, and increase the livelihoods and improve the conditions for growers, especially in tropical countries. Regarding social conditions, there are demands placed on, for example, freedom of association and the right to collective bargaining.



**SVENSKT SIGILL ("THE SWEDISH SEAL")** is a quality and origin label for food. The label ensures, among other things, that the raw materials come from farms in Sweden. The supplementary climate certification has additional requirements that focus on reducing the climate impact of production, for example choice of feed, fertilizer, animal welfare and energy efficiency.



**FRÅN SVERIGE ("FROM SWEDEN")** only shows that the product was grown in Sweden, and the animal was born and raised and that the product processed, packaged and inspected in Sweden. In Från Sverige-labelled goods with several ingredients, the meat, milk, eggs, poultry, shellfish and fish are always without exception from Sweden. In labelled composite goods, at least 75% of the content must be raw material from Sweden. Random audits are carried out by certification bodies hired by Från Sverige.



**BRA MILJÖVAL ("GOOD ENVIRONMENTAL CHOICE")** is the Swedish Society for Nature Conservation's eco-label for goods and services. The label's environmental requirements take into account the life cycle of a product or service from raw material to waste. The requirements also include function and ethical and social aspects of the product or service. The label is available for, amongst other things, textiles, detergents, electricity, insurance, and grocery stores. The Good Environmental Choice eco-label is only used in Sweden.



**THE NORDIC SWAN ECO-LABEL** covers both goods and services. The Nordic Swan Ecolabel takes into account the product's environmental impact from raw material to waste, i.e. throughout the product's life cycle. The Nordic Swan Ecolabel has standards for, among other things, the ingredients of a product (e.g. the presence of chemicals), the production of a product (e.g. how much water and energy is needed), and the amount of emissions.



**EU-ECOLABEL** is the EU's official ecolabel. The requirements cover a product or service from production to waste. The product or service must comply with environmental standards, functional standards and quality standards in order to be licensed to use the EU-Ecolabel, which is a European ecolabel. Ecolabelling Sweden is responsible for the EU Ecolabel in Sweden.

I have read and understood the contents

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Place and date

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