

## Learners Workbook

# Creative Ways to Produce, Market & Distribute Healthy Foods Course

Innovating & orchestrating change to ensure safe, healthy, affordable & sustainable food accessible to all.



Erasmus+

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# Module 1: Marketing – Getting the Healthy Message Out Exercise

Use this page to capture the key learning from the module including case study notes

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## Module 1: Marketing – Getting the Healthy Message Out Exercise

Apply your learning when answering the following two questions

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.

**Module 1: Marketing –  
Getting the Healthy Message  
Out Exercise**

Apply your learning when  
answering the following two  
questions

1.2 Consider what functional foods innovations are prevalent in your sector which meet consumer wants and needs

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1.3 Understand EU regulations relating to functional foods, and understand what can and can not be said on the food label

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## Module 2: Affordability and Healthy Foods

Use this page to capture the key learning from the module including case study notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Module 3: Creativity in New Food Development – Ethical Sourcing and Eco Nutrition

Use this page to capture the key learning from the module including case study notes

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## Module 4: How to 'Lean and Green' Food Services

Use this page to capture the key learning from the module including case study notes

[illegible]

### Module 4: How to 'Lean and Green' Food Services

Apply your learning when working on the following exercises

#### 4.1 Compare Water Costs

This template will allow you to compare water use and cost on a monthly basis, any sudden increase in usage may indicate a leak, obviously taking seasonal business fluctuations into account. Enter Cubic Metres consumed from your own readings or purchased from the Local Authority, also add Cubic Metres from your own well, if applicable. For on site wells and waste water treatment calculate all costs including maintenance, chemicals, sludge removal and labour.

	Manis Water		Well Water		Waste Water		Total Water Consumed		
	Cubic Mtr	Total Cost €	Cubic Mtr	Total Cost €	Cubic Mtr	Total Cost €	Cubic Meters	Cost €	Litres
Jan	80	2.38	100	0.01	80	2.38	180	381.8	180000
Feb	90	2.38	110	0.01	90	2.38	200	429.5	200000
Mar	88	2.38	100	0.01	88	2.38	188	419.88	188000
Apr	94	2.38	120	0.01	94	2.38	214	448.64	214000
May	100	2.38	120	0.01	100	2.38	220	477.2	220000
Jun	130	2.38	110	0.01	130	2.38	240	619.9	240000
Jul	135	2.38	120	0.01	135	2.38	255	643.8	255000
Aug	140	2.38	130	0.01	140	2.38	270	667.7	270000
Sep	90	2.38	120	0.01	90	2.38	210	429.6	210000
Oct	80	2.38	100	0.01	80	2.38	180	381.8	180000
Nov	75	2.38	90	0.01	75	2.38	165	357.9	165000
Dec	90	2.38	100	0.01	90	2.38	190	429.4	190000

#### 4.2 Calculate Waste Costs

This template will calculate total cost of waste per month. Record volumes generated each month, either in litres or tonnes, or both, enter the cost per tonne of recycling and non recycling waste, this can be obtained from the waste collection company. This template will allow you to track volumes of recycling waste being generated. Type in your own data in the cells below.

	Recycling Waste - Litres and Tonnes					Landfill Cost per Tonne	Cost per Kg	Total cost for Landfull Waste €	Recycling Cost per Tonne	Cost per Kg	Total cost for recycled Waste €
	Litres	Kg equivalent	Tonnes	Kg equivalent	Total Kg						
Jan	1100	95.7	1.1	1100	1195.7	100	0.1	119.57	25	0.025	2.99
Feb	1100	95.7	0.9	900	995.7	100	0.1	99.57	25	0.025	2.49
Mar	1100	95.7	1.4	1400	1495.7	100	0.1	149.57	25	0.025	3.74
Apr	1500	130.5	1.6	1600	1730.5	100	0.1	173.05	25	0.025	4.33
May	2200	191.4	1.7	1700	1891.4	100	0.1	189.14	25	0.025	4.73
Jun	2200	191.4	1.9	1900	2091.4	100	0.1	209.14	25	0.025	5.23
Jul	2900	252.3	2.3	2300	2552.3	100	0.1	255.23	25	0.025	6.38
Aug	2800	243.6	2.9	2900	3143.6	100	0.1	314.36	25	0.025	7.86
Sep	1100	95.7	1.7	1700	1795.7	100	0.1	179.57	25	0.025	4.49
Oct	1100	95.7	1.3	1300	1395.7	100	0.1	139.57	25	0.025	3.49
Nov	680	59.16	1.1	1100	1159.16	100	0.1	115.92	25	0.025	2.90
Dec	1100	95.7	1.3	1300	1395.7	100	0.1	139.57	25	0.025	3.49

2084.26

52.11

## Module 4: How to 'Lean and Green' Food Services

Apply your learning when working on the following exercises

### 4.3 Record Energy Use

This is a simple way of recording the potential annual energy use of electrical equipment. Have a look at each item that uses energy, typically in the kitchen and record the Kwh usage, estimate annual hours of use, estimate hours per day and multiply by the number of days the business is open in a year, get the average unit cost from utility bills and all calculations will be made on this template. This is a useful way of raising staff awareness on main energy using equipment. Type in your own data in the cells below.

Energy Using Equipment						
Business Name :						
Item	Type of Energy Used	Kwh	Estimated Annual Hours of Use	Average Unit Cost	Potential Annual Energy Used	Potential Annual Cost
10 Grid Combi Oven	Electricity	25.4	1800	12	45720	5486
Deep Fat Fryer	Electricity	28	1250	12	35000	4200
Double Door Fridge	Electricity	1.4	2600	12	3640	437
Dishwasher	Electricity	42	2200	12	92400	11088
Toaster	Electricity	2.4	1440	12	3456	415
Freezer	Electricity	1.4	5500	12	7700	924
6 Grid Combi Oven	Electricity	9.5	2000	12	19000	2280
Food Mixer	Electricity	1.2	260	12	312	37
Single Door Fridge	Electricity	0.95	2400	12	2280	274
Potwasher	Electricity	16	1400	12	22400	2688
Toaster	Electricity	2.5	1440	12	3600	432
Freezer	Electricity	1.38	5760	12	7949	954
Braising Pans	Electricity	12	600	12	7200	864
Warming Cupboards	Electricity	1.5	2400	12	3600	432
Total					254257	30511

### 4.4 Lightning Calculation Exercise

This is a useful template in keeping track of how much lighting is costing your business, it also demonstrates cost savings by replacing halogen and CFL lighting with LEDs. Simply record the wattage of light bulbs, count by type and wattage, estimate the annual hours in use and get the average unit cost of electricity from utility bills. This template will then calculate the current annual cost of lighting by area for your premises. It is also a useful comparison on the cost of LEDs with other types of lighting. Type in your own data in the cells below.

Lighting						
Business Name:						
Location	Type	Wattage	Number of bulbs	Annual Hours in Use	Average Electricity Cost	Total Current Annual Cost €
Reception	Halogen	50	44	2880	15	950
Restaurant	Halogen	50	38	2160	15	616
Meeting Room	Halogen	50	18	1400	15	189
Corridors	CFL	7	24	3200	15	81
Toilets	Halogen	40	16	1500	15	144
Kitchen	Fluorescent	48	22	3600	15	570
Utility	Halogen	50	14	2800	15	294
Bar	LED	7	24	2800	15	71
Function Room	LED	7	48	1800	15	91
Total Annual Cost of Lighting						3005

## Module 5: Marketing – Getting the Healthy Message Out Exercise

Use this page to capture the key learning from the module including case study notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

## Module 5: Marketing – Getting the Healthy Message Out Exercise

This exercise will help you to develop powerful marketing messages for your products

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**Module 5: Marketing –  
Getting the Healthy Message  
Out Exercise**

This exercise will help you to  
develop powerful marketing  
material which can be used to  
start PR campaign

5.2 How, when and why did your business get started?

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5.3 What is your own background?

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5.4 Who helped you get started? e.g. family member

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### 5.5 How do you source your products?

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### 5.6 What are you USPs?

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### 5.7 What matters to you?

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### 5.8 How do you protect the environment?

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### 5.9 How do you envision the future?

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## Module 6: Distribution Channels for Healthy Food

Use this page to capture the key learning from the module including case study notes

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