

Innovation Project

Food and Agriculture Cluster



DEHOGA^{1*} East Friesland & Weser-Ems District Association: Identification, Implementation and Rooting of Strategic Approaches to Climate Adaptation in the Restaurant Trade

The restaurant trade is increasingly facing delivery bottlenecks as a result of climate change, which may even cause interruptions of the production of food products. Due to reduced yields and at the same time increased resource requirements, cost pressures are rising. In order to face these challenges in a timely manner, the DEHOGA East Friesland & Weser-Ems District Association is developing climate adaptation strategies for the restaurant trade. In the present project, the effects of climate change are analyzed, and specific solution paths for the restaurant trade are developed and communicated within the DEHOGA District Association.

The Need for Climate Adaptation

The vulnerability analysis of **nordwest2050** has ascertained that due to the climate-change-related temperature rise, an increasing cooling requirement for the restaurant trade will develop; moreover, a change in consumer habits make a preference for lighter meals a possibility. Also, food-price fluctuation due to regional and national availability and quality uncertainties may occur. After developing a risk matrix, the DEHOGA East Friesland & Weser-Ems District Association sees future aspects of regionality, seasonality and quality as important for the initiation of climate adaptation in the restaurant trade.

Implemented Measures

- Analysis of the impact of climate change on the restaurant trade
- Developing of a guideline for climate adaptation strategy for the restaurant trade
- Compilation of project results in a roadmap of adaptation

Method and State of Implementation

In order to be able to identify the impacts, challenges and possible solution approaches, the conditions and the decision-making contexts in climate-relevant issue complexes were ascertained during the first project phase by »guideline-supported in-depth interviews.« In the second project phase, a »climate-adapted supply development« for the restaurant trade was initiated. For this purpose, a guideline was developed to convince the restaurant owners being addressed to use regionally/seasonally produced food, as well as old varieties and strains, in the meals they prepare, and to communicate the results of this activity transparently to potential guests. In the second half of 2013 and in 2014, the development of a guideline for climate adapted strategies is planned. This will demonstrate methods for supporting the establishment of business strategies adapted to the requirements of climate change.

^{1*} The German Hotel and Restaurant Association

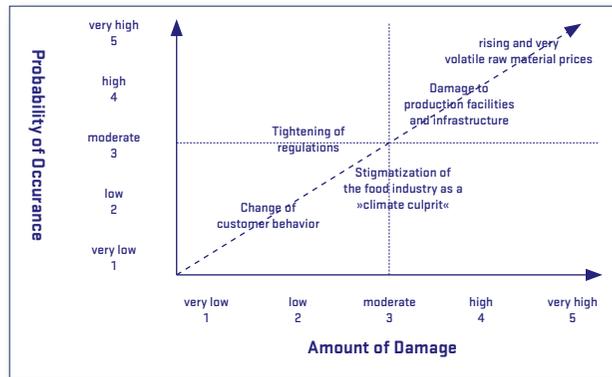


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Results

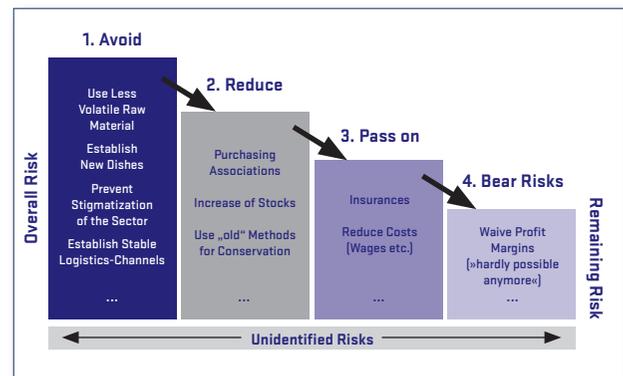
Five essential contexts which defined the necessity for action in the restaurant trade have been evaluated (listed below in order of urgency):

- 1) Rising and very volatile raw material prices
- 2) Damage to production facilities and infrastructure
- 3) Tightening of regulations
- 4) Stigmatization of the food industry as a »climate culprit«
- 5) Change of customer behavior.

The dissemination of regional and seasonal products is the basis for successful management of the effects of climate change. In the restaurant trade, adaptation solutions are necessary which will make possible a change in customer behavior - a shift away from price competition toward quality competition. The fundamental cost and yield situation in the industry seems to be hampering the »change toward climate adaptation.« Regional diversity of species, varieties and strains will in the future be an ever more important foundation for the breeding of robust animals and plants resistant to disease and pests, particularly in the context of climate change. Regional marketing structures will directly promote this diversity and also contribute toward ensuring that non-transparent and complex global supply chains are replaced by more resistant local partnerships.

Transferability

The project results are usable for many operations of the restaurant trade. For this purpose, the guideline first of all addresses those businesses which offer a regionally authentic cuisine.



nordwest2050 is one of a total of seven projects funded by the Federal Ministry of Education and Research (BMBF) in the context of the KLIMZUG Program (Klimawandel in Regionen zukunftsfähig gestalten - Creating Climate Change-Ready Regions). In 2012 nordwest2050 was awarded as an official project of the United Nations' World Decade on Education for Sustainable Development. The goal of the adaptation research is to develop strategies and measures by means of which regions and industries can be better prepared for life and business under the conditions of climate change. This is on the one hand designed to strengthen future competitiveness, and on the other to promote the development and use of new technologies and procedures for adaptation to climate change.

