

The Study of Green Catering Industry Based on the Theory of Circular Economy

Xinyue Zhai

Confucius International School Qingdao, Qingdao 266000, China

paper__submission@163.com

Abstract

With the development of new generation, individuals pay more and more attention to environmental protection; simultaneously, due to the development of the economy, green catering is also gradually taken seriously. However, there are still many problems in the development of green catering, so, in this article, I will bring a brief talk on the importance of green catering, green catering restrictions, and the development of green catering policies and suggestions.

Keywords

Green catering industry; sustainable development; circular economy; green economy.

1. The importance and necessity of developing green catering industry

Now, healthy lifestyle has become the pursuit of every single individual. From my own perspective, since people want longer life expectancy and better living standards, they all go forward to reach high quality life. Consequently, majority of them would start with green food, because food provides the basic source of power. However, there are still some safety risks in the catering industry.

Firstly, food ingredients are extremely vulnerable to pollution, and coupled with unscientific cultivation, irrigation, fertilization and polluted air and soil, ecological damage by other organisms, crop products will accumulate harmful substances for human beings. Nonetheless, those ingredients that prone to safety problems are totally unacceptable for our human beings.

Secondly, in order to maintain the color and taste of dishes, people will do some processing to the ingredients during the production, such as adding more sugar, salt and food additives. This will not only cause the loss of nutrition in food, but also lead to a series of health problems; for example, nutrition imbalance, hyperglycemia and obesity.

Thirdly, at present, food and beverage are usually ready to sell or timed prefabrication; improper operation or control in the production process will produce some toxic residues or harmful substances. For example, barbecue, smoking, frying and pickling foods production process may produce carcinogenic substances such as benzo pyrene, nitrite and so on. Semi-finished and finished dishes due to the lack of standardization and effective monitoring, resulting in food safety hazards. Moreover, dishes are not like processed food that are required to go through a series of tests, identified as qualified before selling. Therefore, the hygiene safety of dishes cannot be guaranteed.

2. Factors restricting green catering

Green food is a very important role in human life. In the development process of green catering in our country, what kind of problems is it facing?

The problem of resource waste often occurs in the green catering industry. First of all, in the green catering industry, disposable tableware such as plastic knives and forks, plastic straws, and wooden chopsticks are widely used. Although disposable tableware may seem clean and sanitary, making disposable wooden chopsticks is a waste of natural resources; It is also well known that plastic products are very difficult to degrade, so using plastic tableware is also a kind of environmental pollution.

The green dining industry may be even more wasteful of water and electricity than normal dining. Those substandard restaurants may be skimping on cleaning pesticide residues; conversely, restaurants that support green dining may be more careful about washing their fruits and vegetables. For example, they may have professional pesticide removal machines. While this will increase their spending, it does help to increase food security; but simultaneously, the consumption of water and electricity puts a burden on the environment.

The treatment of the slops is also an important issue. In the food industry, thousands of tons of slops are produced every day. The leftovers are turned into slops, some were sent to animal farms, some were sent to junkyards, and some were dumped directly into sewage treatment plants. The slops that were sent to the farms will be eaten by the poultry, and the poultry will be eaten by us. What consumers do not know, however, is whether the composition of the slops is up to standard, whether the slops contain carcinogens or harmful substances, and whether the scale of the garbage dump or sewage treatment plants can deal with a large amount of slops, and so on.

3. Measures to develop green catering industry

Green catering needs to maintain the principle of sustainable development: it can meet the needs of contemporary consumers while ensuring that it will not affect future generations.

The green catering industry needs to be guided by sustainable development and minimize the problem of resources consumption. First, to reduce disposable tableware, water and electricity consumption, thus reducing the waste of natural resources; second, to minimize the amount of inventory, thus reducing the amount of expenditure generated by inventory, such as security cost, storage cost, and insurance cost; third, to reduce the discharge of waste such as slops, thus reducing the environmental pollution. Therefore, the green catering industry will become more efficiency, and the businesses will accomplish green goals more effectively.

Green catering industry should do more publicity and education to the public about green catering. Green catering industry can properly use the advantages of modern media to show the characteristics and advantages of green catering to the public in rich and diverse forms. For example, green catering businesses can hold market fairs to attract tourists and consumers to have a deeper understanding of the culture of green catering. Once consumers understand the benefits of green dining for life and health, they will be very loyal to green dining. At the same time, businesses need to provide employees with training on green dining and food health. Once employees' awareness of green catering is enhanced, green catering policy will be easier to implement. Businesses can offer incentives to employees to encourage them to work hard on green food.

The government should introduce legal countermeasures to green catering. First of all, the law should have a reward and punishment mechanism for green catering, For restaurants that doing well, the government will issue certificates and offer preferential policies; however, the government may impose additional fines on restaurants that do not comply; in fact, this point in our country has been very common; National Health Monitoring Agencies should test the sanitary conditions of restaurants and the food standards, and then make a judgment about the restaurant. The result of the judgment will be published in the restaurant so that every consumer will see it. If the food safety and hygiene are up to standard, the certificate will have a positive impact to those restaurants, which means their brand image will be built.

In order to implement green catering more effectively, restaurants must reform the facilities. For example, restaurants need to introduce some advanced machineries and to create some new dishes that more related to green catering. Simultaneously, the restaurant should establish its own brand image; Each restaurant should have its own name, logo, slogan, signature dishes and special features.

4. Conclusion

Nowadays, based on the theory of sustainable development, circular economy, low carbon economy and green economy, the theories of traditional food industry exist some extravagance and waste, low

utilization rate of resources and environmental pollution, do not conform to the modern consumer satisfaction with the standard, so, the theories above for the food industry provides some new ideas, and directivity guide for upgrading. Vigorously develop the green catering industry needs the participation of the every single individual, it not only needs the government to give some policy to support and encouragement and give guidance in the macro, but also needs to make the catering industry businesses themselves to pay full attention, and then to carry out the transformation of a brand-new system, whether from the staff training or the whole hotel development policy and direction planning; additionally, we must arouse the attention of the individuals, to ensure every single individual is willing to participate. Maybe the green catering industry is still in its infancy, but it is an obvious social development trend, so we should pay attention to it.

Refenences

- [1] Grunert, S.C. and Juhl, H.J.Values, environmental attitudes and buying of organic foods [J]. *Journal of Economic Psychology*. 1995,16(1):62-72.
- [2] Evans, Dean, FDA Proposes Food “Unicode”, *Nation’ Restaurant News*, 1988(7): 74.
- [3] Minor, Lewis J. , and Ronald F. Cichy, *Foodservice Systems Management*, Westport, Conn. :AVI, 1984.
- [4] Jorge Rivera , Does it pay to be green in the developing world? Participation in a Costa Ricanvoluntary environmental program and its impact on hotels’ competitive advantage , *Academy of Management Proceedings*, 2001 (1): C1~C6 .
- [5] J. Nilsson, C. Bjuggren B. Frostell, Greening of a campus restaurant at Stockholm University: sustainable development audits by means of the SDR methodology, *Journal of Environmental Management*, 1998(52):307~315.