

# WHAT IS THE FOOD MADE GOOD STANDARD?



Since 2010, The Sustainable Restaurant Association has set the global benchmark for sustainability in foodservice. The Food Made Good Standard is the world's largest sustainability certification tailored to the hospitality sector, helping businesses accelerate change towards a sector that is both socially progressive and environmentally restorative.

Developed with input from independent experts and leading operators, this is a rigorous, transparent assessment rooted in practical action – not a tick-box exercise. Every submission requires evidence, ensuring real accountability and cutting through greenwashing. It assesses behaviour, measures action, celebrates progress, and provides a clear roadmap for ongoing improvement – resulting in a trusted, third-party certification that signals credibility to both customers and stakeholders. **It gives businesses the tools to act on the issues that matter, wherever they are in the world.**

## HOW IT WORKS

Taking a 360-degree approach across every facet of operations, the Standard assesses F&B businesses against a 10-point Framework under three core pillars. It aligns with international benchmarks like the UN Sustainable Development Goals and is regularly updated to reflect industry needs.



## THE EVALUATION PROCESS

Businesses complete a digital self-assessment and supply supporting evidence. Our experts rigorously review each submission before awarding a rating:

- 1 star: 50 to 59%
- 2 stars: 60 to 69%
- 3 stars: 70%+

To maintain momentum and encourage continual improvement, certification is valid for two years before it needs to be renewed.



# WHY IT MATTERS

**The Standard is designed to support and guide businesses on a journey of continuous improvement.**

Certified businesses receive a tailored report to inspire and motivate them to keep pushing the boundaries, suggesting tangible actions they can take to have a positive impact on both people and planet – because sustainability is a journey, not a destination.

## HOW YOUR BUSINESS WILL BENEFIT

### **Action plan**

- The Standard doesn't just assess your sustainability work – it gives you a clear, practical action plan tailored to your operations. It guides strategic action to help you embed positive change and build a more resilient business.

### **Cost savings**

- Sustainable practices can reduce costs across your business. We support partners in identifying efficiencies throughout their operations and supply chains, offering practical guidance to help unlock these.

### **Trust and transparency**

- Food Made Good helps build trust in your sustainability credentials, with customers, suppliers, investors and other key stakeholders. With growing demand for transparency and action, and increasing pressure to comply with regulations, this trusted third-party certification offers a clear and credible way to show real progress.

### **Staff recruitment and retention**

- It helps with learning and development by upskilling teams around sustainability, while also demonstrating the values of your business – an increasingly important factor in people's decisions when choosing to join (or remain with) a company.

# BE PART OF THE COMMUNITY

You become part of a global group working to transform the industry.

We'll help share your story and the positive change you're making through speaking opportunities, press features, case studies and social media campaigns.

Plus, you'll get exclusive access to The SRA's deep sector-specific knowledge, practical tools and best practice advice to keep learning and pushing forward.



*We decided to take it [Food Made Good] because it **embodies our commitment to the environment**. It's a great framework for a restaurant business that is passionate about being truly sustainable. The team was quickly impressed by how **in-depth** and **holistic** the Standard is, and has also enjoyed being a part of the FMG community and attending the working groups. It's a great mixture of **inspiration and information**.*

**CAROLYN LUM**  
SUSTAINABILITY MANAGER, WAHACA, UK

## JOIN THE MOVEMENT

**We're on a mission to transform hospitality worldwide – and we can't do it without you.**

See our [Directory](#) to discover businesses already involved, and join the Food Made Good movement today by emailing [will@thesra.org](mailto:will@thesra.org).