### PROJECT SCAFFOLD - BEST PRACTICE (Note: Areas is green for office use only)

**Organisation contributing the best practice**

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|  |  | Best Practice Ref. Nr. |  |
| Organisation name: | Feedem Group (Pty) Ltd | Date: | 14 September 2022 |
| Information provided by: | Marnel Coetzee | Role within organisation: | Operational Manager |
| Contact email:  | mcoetzee@feedem.co.za | Contact number: | 082 573 0617 |
| **Stage of BP development:** | Submitted |  | Under Review |  | Clarification |  | Legal Review |  | Sector Contributions |  | Published |  |

**BEST PRACTICE**

|  |  |
| --- | --- |
| Name of Best Practice | Generation Consideration in catering |

1. **This proposed best practice is *primarily* related to** (please *tick 2 most applicable boxes*)**:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| What Customers want or value | X | Finances / Costs | x | Business Processes |  | Staff |  | Systems |  |
| Organisation Structure |  | Quality of care |  | Care Service Delivery |  | Health & Safety |  | Morale |  |
| Other: Please indicate |  |

1. **Context:** Share information to give more context in relation to where this specific practice is used in your organisation.

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| --- | --- | --- | --- | --- | --- |
| Urban |  | Rural |  | Number of Social Grant Recipients |  |
| Care centre |  | Independent Living | x | Assisted Living |  | Nr. of In-house staff  |  | Nr. of Outsourced staff  |  |
| Nr. of rooms |  | Nr. of beds |  |  |

1. **Description of best practice:**

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| --- |
| * 1. Share as much detail as possible. Where appropriate, please indicate resident participation, involvement, benefit etc.
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| Regardless of age, everybody loves to eat. Considering the generation you cater for is crucial, also taking into consideration the food preferences and ability to eat certain foods and how it will affect the digestive system etc.Also looking at the different generations and how they move into the retirement age bracket – this will have a huge impact on catering and food offerings going forward.Eating behaviours and food service have changed substantially for seniors today when compared to how their elders lived—especially when we consider retirement and assisted living facilities.In the context of a changing food culture, elder care facility providers are increasingly looking at food service as a way to differentiate themselves in a competitive market and are branding themselves with health-conscious menus that reflect our overall culinary shift away from processed foods and toward menus consisting of vegetables, whole grains and lean meats.The silent generation prefers meat and potatoes. Baby boomers also are predominantly traditional but have an adventurous streak. Meat and potatoes, yes, but they may prefer sweet-potato fries to a baked or mashed potato.Residents want variety, but they want food that they know, food culture is currently undergoing a renaissance whereby views on cooking and eating are changing to include a newfound sense of curiosity and discovery, and these changes include aging consumers. The shift toward a deeper interest and participation in food culture is not just a youthful trait relegated to Millennials but a true cultural shift.One big reason why baby boomers are more adventurous than the silent generation is travel. Members of the silent generation often saved up to take one big trip after retirement, whereas baby boomers travelled frequently throughout their working lives. Exposure to different cultures and different foods broadened their diets, a factor that care communities need to consider.The Baby Boomers have always been [a large generation](https://www.seniorliving.org/life/baby-boomers/). Born just after the end of World War II, parents of the Baby Boomers ranged from young couples to older partners who had refrained from having children due to the Great Depression. This generation was born into a fruitful economy and, generally, are confident about their future.Believe it or not, Baby Boomers are actually the group [driving the clean-eating food trend](https://www.foodandwine.com/articles/hip-clean-eating-trend-actually-driven-baby-boomers-says-experts), not Millennials. They are not likely to follow the same restrictive dieting programs as other generations — like structured calorie counting or a cruelty-free diet — but they are putting a purposeful focus on clean eating. Healthier food options, even as simple as a tasty variety of fruits and vegetables paired with many of their favourite staples or comfort foods, are ideal for their appetites. |
| 3.2 Why did you develop this best practice? Please describe the challenges, constraints or bottlenecks that led to this. |
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| 3.3 Why do you consider this to be a best practice? E.g., Outcomes noted |
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| 3.4 Do you consider this to be compliant with the current Older Persons Act? |
| Yes |  | No |  |
| If Yes, which portions does it comply with? | If No, which portions does it not comply with? |
|  |  |
| I do not know |  |
| 3.5 How long has this practice been used within the organisation? (state period in years) |  |
| 3.6 What are essential aspects in the organisation that directly support / maintain this practice? |
|  |
| 3.7 What are the benefits for your residents and/or staff and other stakeholders? |
| Better occupation of the facility, offering value to the resident  |
| 3.8 What lessons were learned? |
| Menus need to be versatile |