

# Lorraine Jenks and Hotelstuff/Greenstuff

## News Update



## Hello to Everyone!

January, February, March... blink... January, February 2017!

What a year! Political shenanigans. Drought. Floods. And Tangerine Twit who threatens 50 years of activism, research, evidence, solutions and hope against climate change, ecocide, corporate control. But we have sound judicial systems and honest politicians...

...and we have you and us. We, the people, will make the difference. 2017 must - no it will - see an unparalleled upsurge in the crusade against greed and suffering.

We win some and we lose some. Please let us share with you, some of our wins these past months; our latest stats, shows, workshops - and a summary of how far Lorraine's speaking and her work has reached (Ghana, Kenya, China, Italy and all the major centres in South Africa.)

### OUR STATS for the past year:

- Page views (not just hits; real people using the websites) - plus 33,000 every month
- Opted-in subscribers and other followers - plus 23,000
- Folks who have used our helpdesk direct - 9455 ([See the list here](#)).

### REMINDER FOR SUPPLIERS ON OUR WEBSITES AND FOLLOWERS:

- We regularly run workshops, exhibit, speak and consult to share and learn
- Promote Hotelstuff to everyone: hotels, home owners, hospitals, offices, schools, etc.
- Promote Greenstuff to all sectors: homeowners, tourism, hospitality, catering, manufacturing, supply chain managers.

### MESSAGE FOR EVERYONE AND ANYONE WHO CARES ABOUT THE FUTURE

Lorraine's speaking career has taken off in ways we never planned or expected. Her 45 years as a thought leader and an activist against greed and suffering are finally being acknowledged. People are taking critical environmental issues and sustainability seriously.

### Her main topics are:

- Going green - what, why and how easy it can be (for homes, hospitality, businesses, schools, factories)
- Climate change - in-depth research into the impact in Africa and how to prepare for tourism, cities, agriculture, families
- Sustainable and ethical food - know where your food comes from and how it is processed
- Responsible tourism and hospitality
- Green procurement for laypeople or professionals
- Self-sufficiency for school leavers - off the grid, self-built homes and food gardens

### KEYNOTES AND PRESENTATIONS by Lorraine this year:

Here is a brief summary of conferences, workshops and exhibitions over the past 15 months. These are the people and associations who have invited us to share our message and inspire change. People who want to make a difference and to our eternal gratitude, a delight to work with.

## SUSTAINABLE AND ETHICAL FOOD EXPERIMENT - CENTURION, PRETORIA

Our own conference: A "first" in South Africa. An academic, double-blind experiment to compare taste and costs of two tables of food: Table 1 - grass fed, free range Afrikaner beef and local organic veggies and Table 2 - factory farmed, feed-lot raised, hormone and antibiotic dosed beef with industrially produced veggies.

All the food was seasoned and cooked identically and weighed before and after cooking. Shrinkage was measured. Then the chefs tasted both and guessed which was which. Thank you to Braeside Butchery, Blu Bird Market, exhibitors and 8 expert speakers and especially Prue Leith Chefs Academy an exacting and professional exercise.

Vegetables, organic	R640	Vegetables, industrial	R804
Beef: Afrikaner free range, chemical free	R111.00/kg	Beef: Factory farmed, feedlot raised	R84.50/kg
Beef shrinkage after cooking:	21%	Beef shrinkage after cooking:	45%

After doing all the sums, we worked out that the ORGANIC food that finally ended up on our plates, cost R12.00 LESS per plate than the industrial food... something we have always suspected! No more excuses.



Presentations in the beautiful, state of the art auditorium at Prue Leith Chefs Academy.



We had 8 speakers covering introduction to Slow Food, organic meat, fish farming, genetic engineering, Bokashi for waste, green kitchens, Fair Trade, climate change and more.



Hectic activity and strict guidelines for the student chefs busy in the kitchen.



Some of the 80 attendees taste and discuss the dishes.



Table 1 and Table 2. Identically cooked dishes using organic vs industrial meat and vegetables. We had to guess which was which.



Dr Billy Gallagher gave a delightful talk on his interpretation of ethical food and some great anecdotes.

Please remember to 'LIKE' both our Facebook pages:



## SMART PROCUREMENT CONFERENCE

Another fantastic opportunity that introduced buyers to our Hotelstuff and Greenstuff websites. Lorraine's keynote topic "You have the power to protect the future. Sustainable and Green Procurement." was addressed to top procurement officials and buyers from the Public and the Private Sector in the Western Cape.





## EXSA "BEST GREEN STAND" AWARD - Best Green Stand 2016



We've done it again! EXSA - Exhibition and Event Association of SA - honoured us with an award for the "Best Green Stand" 2015 for our Greenstuff Eco Guest Suite at the Inspire Design and Décor Expo. Sue Gannon received the award on behalf of Hotelstuff/Greenstuff.



## 6th HOTELIER SUMMIT AFRICA

Lorraine moderated a panel discussion on "Procurement Challenges in Africa" with panel members: Gordon Reid (Group Purchasing Manager Sun International), Clive Shepherd (Group MD DSA Architects), Jeremy Stewart (Executive Director Source Interior Brand Architecture), Mark Martinovic (CEO Hotel Partners Africa). She also gave a keynote presentation on "Sustainable and Ethical Food." This is an incredibly well organised, five star and well-attended "speed dating" event for hoteliers to meet suppliers. We had never been before. Next year we will make sure you get a formal invitation.



## FOOD AND HOSPITALITY AFRICA - aka HOSTEX

The new format was a disappointment to many of the original exhibitors who have supported Hostex for over 20 years. It is now predominantly food and catering equipment with very, very few furniture, amenity, appliance, cleaning chemicals and operating equipment stands. For us, some exciting new green hotels being built here and in Zambia for us to consult on. For the rest, maybe a waste of time?



## 2nd REGIONAL GREEN TOURISM SUMMIT - KENYA

Lorraine was in Nairobi where she introduced our Hotelstuff and Greenstuff websites and directories to East African operators. She also gave three presentations: Responsible Procurement, Impact and Preparedness for Climate Change in Africa and Sustainable Food. The event was organised by the Sustainable Travel and Tourism Agenda, Kenya. It was a wonderful opportunity for Hotelstuff/Greenstuff and our work to expand even further into Africa.



## GREEN DRINKS - FOOD AND TREES FOR AFRICA

Green Drinks is a monthly event where, in cities around the world, any people interested in or involved with sustainability get together to network and share. Always a delightful evening. Find a group in your city, or start your own. Lorraine gave an updated version of her TEDx talk "Green Gurus have Guts".



## DSTV HOME CHANNEL INTERVIEW

Too much fun! We were interviewed for the episode about "Organic Living". The hour felt like ten minutes. We spoke about getting off the grid, eco-friendly homes, what organic means, recycling and food. Relaxed and excellent content because of the professionalism of Stacey Holland and her team.



## SLOW FOOD - SOWETO EAT IN

A ground-breaking "first" for South Africa. In collaboration with Slow Food, Izindaba Zokudla (check their [website](#)) and the University of Johannesburg, we ran a conference on growing food - anywhere and everywhere - to feed families and the community. Ten chef schools cooked cuts from an Nguni cow "from nose to tail" to include offal. The visitors tasted and voted for the best. Young Soweto "cooks" were given an opportunity to prove to themselves that they were capable of great things. We had music, poetry, talks, local produce stalls and food. Visit the Soweto Theatre. It is incredible. Stunning, state-of-the-art architecture and design. What an amazing day.





## SAPICS - SUPPLY CHAIN REGIONAL CONFERENCES

A roadshow (Jhb, Dbn and CT) with SAPICS and talking to Supply Chain Managers on how to tender for, assess and select sustainable, ethical and environmentally friendly products - traced right back from sourcing raw materials, transport, manufacturing, packaging, use and disposal. Very well attended by professionals. Thoroughly enjoyed the event, the delightful organisers and other speakers.



## POD HOME AT GARDEN WORLD

The cutest, greenest and everybody said "gotta have one" little pod home. Modular construction, built offsite and erected in a jiffy by Greenpods and Perfect-Places as part of a Tuis/Home Magazine competition at Garden World. Eco-friendly materials and furnished with sustainable products by some of our Hotelstuff/Greenstuff subscribers. The Garden Centre's comfy, warm audience made us so welcome and asked the panel great questions.



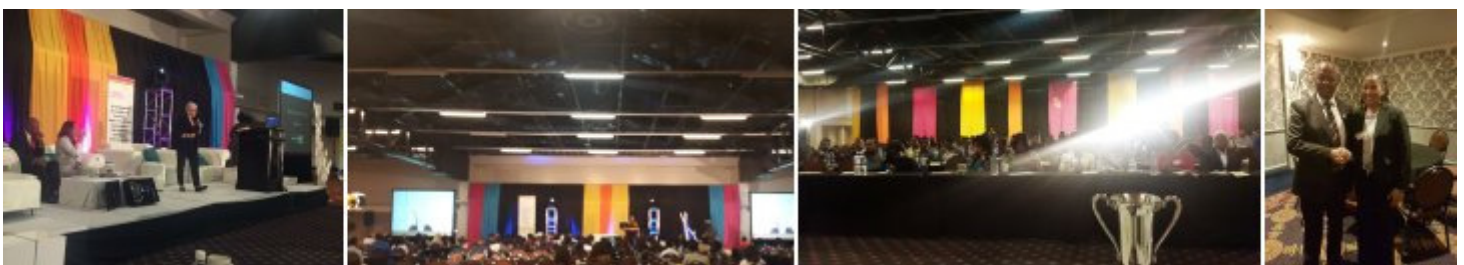
## PROFESSIONAL BEAUTY AND SPA CONVENTION

This was a difficult one. I was dreading having to talk to the delegates about the toxins in toiletries and cosmetics. (Bet you didn't know that 80% of toiletries in the USA haven't been tested since 1936). But, I was relieved to learn that most were aware and trying to source organic products. Just for fun, we did an exercise on suitable and not suitable hairstyles for Pretoria High School for Girls (being the news of the day). Seeing as Gallagher Estate was populated with fashionable, modern, beautiful young women, I took pictures in the halls and then asked the delegates to vote. 2D won hands down.



## ALL AFRICA EVENTS CONFEX

A brand new event with opening keynote by Minister Jeffrey Radebe. Cheerful, easy, attentive audience - all specialists in the events industry. Got reassuring feedback and changed many mindsets. Invited to run smaller follow-up sessions. Yippee!





**Read about Past and Upcoming Events  
on our [NEWS](#) page**

**SLOW FOOD TERRA MADRE SALON DEL GUSTO - Turin, Italy**

This incredible event is part of our work to promote good, clean and fair food. Terra Madre is an international conference to protect biodiversity, heritage seeds, ethnic recipes, indigenous plants - any foods that are disappearing - and to discourage corporate ownership of agriculture, fast foods, GMOs (genetically modified crops) and ecocide. Slow Food South Africa had three speakers who addressed: organic, free range meat, the UN-backed "10,000 Gardens in Africa" project (which supports small scale farmers), and the dangers of GMOs. Superb statistics: 3,000 delegates (housed by families in small surrounding villages); 130 countries; 1,300 exhibition stalls; 7,000 protesters who marched through the streets of Turin and - get this - 1,000,000 (one million!) visitors to the exhibitions!



**WISEHUB SUMMIT - International leaders in education making a difference**

Leaders who "desire to make a giant impact that no one expected". The major focus was education; to fix our broken system here in South Africa. My brief was to inspire a group of high school pupils to build their own eco house next year. I went a step further by illustrating DIY ways to make their own wind turbine, photovoltaic panel, solar geyser, rain water tank, grey water system, waste composter and food garden. So they leave school - not as victims of circumstance - but as masters of their destiny. Delegates included educators, academics, government officials and others with an extraordinary range of ideas and solutions& from working with Bedouin nomads in the Sahara; insight from a reformed ex-Cape Flats gangster; a principal who turned around a broken rural school to 100% matric pass rate; a Scottish lady s invention in a lunch box to bring education to up to 200 learners simultaneously for 48 hours via the internet, without electricity. So many solutions from teachers who teach because it is a calling not a job.



## THE GREAT WHITE HOUSE, GANSBAAI - Going green workshop



GREAT WHITE HOUSE  
RESTAURANT, TRIP AND ACCOMMODATION

Two workshops in Kleinbaai (just past Gansbaai) at [The Great White House, Gansbaai](#), Marine Dynamic Shark Tours and Dyer Island Conservation Trust. I was asked to speak on why we have to recycle and the main aspects of sustainable living. I also addressed climate change - particularly appropriate because they are already feeling the impact as whales have moved elsewhere this season. [Susan Visagie](#) is passionate about making her hotel and restaurant eco-responsible and the folk in the community are doing critically important work with whale, shark and other marine research, general conservation and the rehabilitation of penguins.



## RETOSA TOURISM QUALITY STANDARDS WORKSHOP

I was invited to speak on how "How Tourism Industry needs to Prepare for Climate Change in Africa" and also on "International Ethical Food Trends" to tourism ministers and officials from across Africa. At the (check these acronyms - my brain freezes when people speak in acronyms) SASTDC (South African Sustainable Tourism Development Conference) under the auspices of RETOSA (Regional Tourism Organisation of Southern Africa). But, a great crowd with senior officials from African states sharing their status and working towards more formal standards of sustainability.



Read some of our [Previous Newsletters](#) to see what we've been involved in

## Who are we?

**Hotelstuff:** Conceptualised as a platform for trade introductions and online directory of suppliers, Hotelstuff has since evolved into a sophisticated business tool and much more than just an online directory. Today, many procurement departments from every industry and also homeowners use our two directories as their primary supplier list. Better still, it costs nothing for buyers to contact those listed in our directory. Suppliers simply pay an annual registration fee for their directory listing. Please note **WE ONLY MANAGE THE WEBSITES** and do not get involved in sales or quotes.

**Greenstuff:** Sister website to Hotelstuff, Greenstuff is a separate online directory of the green or eco-friendly products of suppliers listed on Hotelstuff.

**Quick & Simple:** No middle man. Interaction between the third parties is direct and enquiries are channelled to the supplier at no cost. The conclusion of the sale or interaction is not influenced by Hotelstuff in any way and we don't receive commissions or referral awards.

**Virtual Helpdesk:** As a value-add, Lorraine mans a free virtual Helpdesk for buyers who can't find what they need on our sizeable directory or are looking for unusual products or services. Given Lorraine's insight and 15-year tenure in Africa's largest hotel chain as Contracts and Purchasing Manager, she is more than qualified to refer and advise.

**Conference & Event Stuff (Eco) Directory:** We have created a new directory which provides anyone, wanting to host a green event, with easy-access tools to source venues, organisers and product suppliers that are offering 'eco' options.

**Green Hospitality Consulting:** If you sell accommodation or manage a restaurant, call us about a consultation or to run a simple workshop to help you and your staff understand what 'going green' entails and why it needs to be taken seriously - in short, we'll get everyone's buy in, including yours! And if you are a supplier, let us assist with greening your manufacturing process and the lifecycle of your product and packaging.

**Speaking & Workshops:** Ask Lorraine to come and address you, your team or your community. Lorraine is a member of PSASA and has become a popular motivational speaker on sustainable and responsible tourism, hospitality and family lifestyle. All aspects of sustainable, eco and green issues are addressed, debunking the myths and demystifying the jargon and leaving the audience positive, motivated and with easy solutions. She has been invited to speak at international conferences, seminars and exhibitions, right through to small local functions.

**Awards:** Lorraine has received numerous awards and commendations for her commitment to responsible tourism and hospitality in South Africa. [Read more about the awards here.](#)

