

ALL
YOU CAN
eat

~~€ 3.99~~

The earth

F   d

FOR

THOUGHT



A case for sustainable diets in Europe

FOR STARTERS

current situation

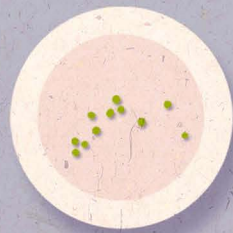
human health



it is estimated **half** the population in Europe is obese or overweight

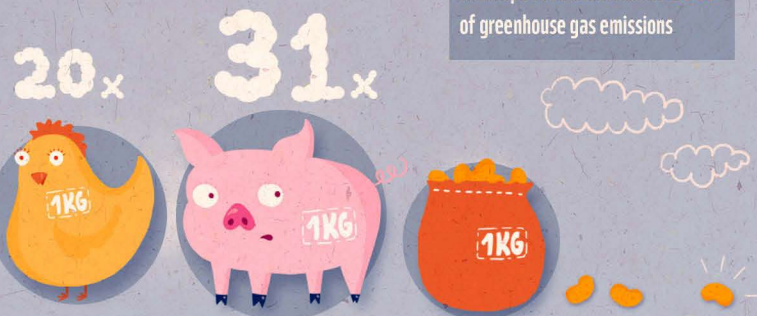


1.5 BILLION
worldwide
OVERWEIGHT



0.87 BILLION
worldwide
UNDERNOURISHED

climate change



biodiversity

agriculture is both a contributor to **biodiversity conservation** and a major driver of **biodiversity loss**
much of the land now used for agriculture was once habitat for wildlife



70%

- 1990 -
the grassland butterfly population in Europe has massively declined

land-use and deforestation

European consumption of crops for feed, and pastures for grazing, led to the loss of at least **5.2 million hectares** of forests between 1990 and 2008 - an area of land almost twice the size of **Belgium**



MAIN COURSE

7 BILLION

We produce enough food to feed 7 billion people, **however**



one third of food produced for human consumption is lost or wasted



30% of croplands are used for livestock feed production



people could have been fed for a year by the amount of food used as fuel in G8 countries

VR000000M



85,1 KG
the average per capita consumption of meat in Europe



25 KG
the average per capita consumption of meat in developing countries

YUM

the total per capita protein consumption in Europe is about **70%** higher than recommended by nutritional guidelines

benefits of a sustainable diet

climate

low-carbon healthier diets could help achieve a **25%** reduction in greenhouse gas emissions from the EU food supply chain in line with EU targets

water

following a healthy diet would reduce the EU's current water footprint by **23%**

global food security

according to the UK House of Commons' International Development Committee campaigns to reduce food waste and promote meat as an occasional item - rather than an everyday staple - would have a significant impact on global food security

public health

in the EU, the estimated costs associated with being overweight or obese vary from **1-5%** of national health care budgets

food cost

during tough economic times the switch to a **healthy low-carbon diet** will have the added bonus of a reduction in food costs the adoption of a low-carbon diet would cut a typical French household's food costs by almost **€200** a year



DISH of the DAY

If all humans consumed key resources in the same way as an average European, we would need the capacity of **2.7** planets to sustain us.



TO FOLLOW

possible solutions



European institutions have acknowledged there needs to be a reduction in global **greenhouse gas emissions** - the principal cause of climate change the target in the EU's Climate and Energy policy is to cut emissions by at least **20%** below 1990 levels by 2020



the adoption of healthy low-carbon diets is a simple and cost-effective way to help ensure this **target** can be met

Eurobarometer



80% of Europeans are concerned about the environmental impact of products



80% of respondents indicate that they'd be willing to eat less but better meat



50% say they'd be willing to replace most of the meat they eat with vegetables

an appetite for change

FOOD FOR THOUGHT

LiveWell for LIFE

Stakeholders in the food supply chain are waking up to the need for a more sustainable food system. LiveWell for LIFE is a cross-sector project, funded by the European Commission (EC) and supported by a network of stakeholders including policy-makers, food retailers, food producers and academics.

together:

We work to develop EU public policy options and pathways for the practical implementation of sustainable diets.

We call for policies and initiatives at EU and national level that encourage more sustainable food choices. LiveWell for LIFE demonstrates how low-carbon, healthy diets can help us achieve a reduction of at least 25% in greenhouse gas emissions from the EU food supply chain. Through our work in the UK, France, Spain and Sweden we have shown that sustainable diets can be healthy, affordable and culturally relevant.

The EC is committed to assessing how to limit waste throughout the food supply chain, and to consider ways to lower the environmental impact of food production and consumption patterns in the EU by 2020.

The EC process is as follows:

- Organisation of a public consultation on the Sustainability of the Food System
- Publication of the EC Communication on Sustainable Food
- Discussion of the proposal by the Environment Council
- Reaction of the European Parliament
- Decision of the Environment Council on legislative proposals

New legislation and policy recommendations enter into force.

Join

Join the LiveWell Network of European Food Stakeholders and help shape the sustainable diets debate.

We work with European institutions so that LiveWell recommendations help form the future policy on food production and consumption.

With our Network of European Food Stakeholders, we work to reduce the impact food consumption has on the environment. Together we identify solutions to:

- Reduce greenhouse gas emissions from the food chain
- Show that low-carbon diets can have significant health benefits
- Show that a sustainable, healthy diet is affordable and has wider economic benefits

QUOTE

At Innocent Drinks we are eager to contribute to the growing dialogue on eating healthily for yourself and the planet. We tend to refer to this as sustainable nutrition and were thrilled to be able to work with WWF on their LiveWell campaign, as it manages to address the complexities of the issue whilst keeping the messages for consumers nice and clear.

Louise Stevens,
Sustainability Manager, Innocent Drinks

Connect with us:

For more information about LiveWell for LIFE, please visit livewellforlife.eu or email info@livewellforlife.eu or livewell@wwf.eu
Follow us on Twitter: @LiveWellFood



LiveWell for LIFE is a partnership between WWF and Friends of Europe.
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For a full list of references, please visit livewellforlife.eu/foodforthought