

Sustainable diets: integrating environmental and ethical concerns into nutrition policies

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Eating Better: for a fair, green, healthy
future

Why sustainable diets?

To feed the world healthily, fairly and within environmental limits now and in the future.



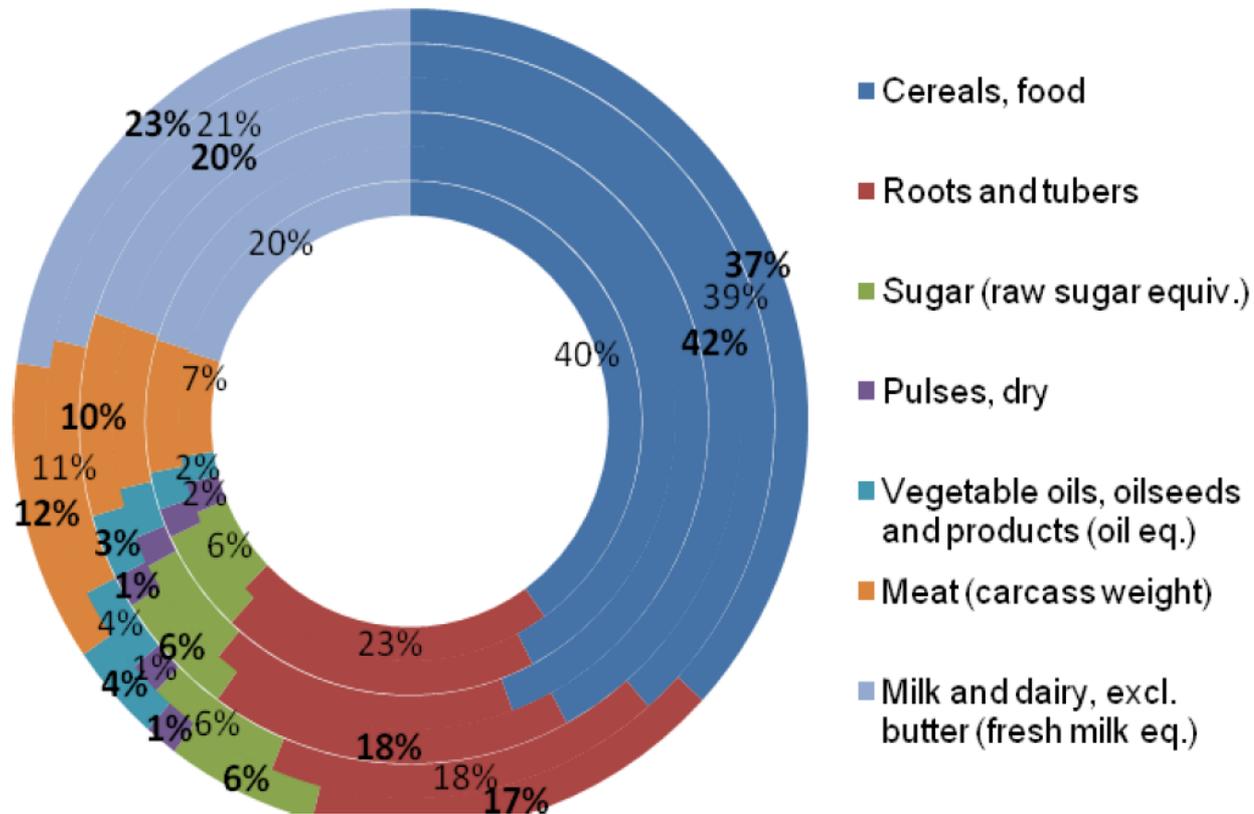
Health + environment + fairness =
sustainable



The Global shift in diet 1970-2000

source: Defra Fd Sec Assessment Jan 2010 p19

World Dietary shares: (from inside to outside) 1970, 1980, 1990, 2000, 2030, 2050



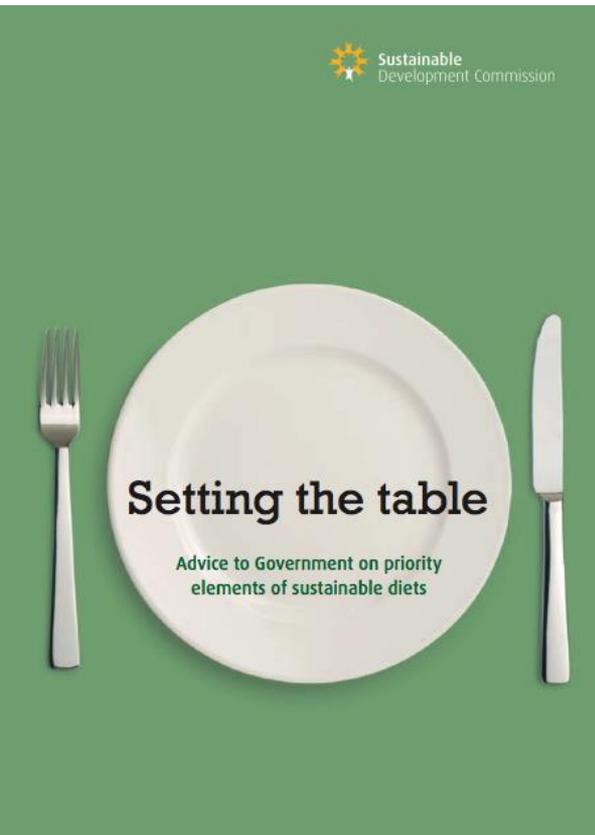
Note: figures for 1980 and 1990 shares are not shown for sake of clarity.

UK Sustainable Development Commission 2011 report proposed sustainability as a complex set of 'poly-values'

<http://www.sd-commission.org.uk/publications.php?id=1187>

Quality	Social values
<ul style="list-style-type: none"> • Taste • Seasonality • Cosmetic • Fresh (where appropriate) • Authenticity 	<ul style="list-style-type: none"> • Pleasure • Identity • Animal welfare • Equality & justice • Trust • Choice • Skills (citizenship)
Environment	Health
<ul style="list-style-type: none"> • Climate change • Energy use • Water • Land use • Soil • Biodiversity • Waste reduction 	<ul style="list-style-type: none"> • Safety • Nutrition • Equal access • Availability • Social status/ affordability • Information & education
Economy	Governance
<ul style="list-style-type: none"> • Food security & resilience • Affordability (price) • Efficiency • True competition & fair returns • Jobs & decent working conditions • Fully internalised costs 	<ul style="list-style-type: none"> • Science & technology evidence base • Transparency • Democratic accountability • Ethical values (fairness) • International aid & development

Priorities for sustainable diets



- reducing meat and dairy consumption
- cutting food waste (and overconsumption)
- reducing consumption of processed fatty and sugary foods

- Sustainable hotspots: meat & dairy, fish, soy & palm oil.

UK Sustainable Development Commission: *Setting the table: Advice to Government on priority elements of sustainable diets, 2009.*

Why we need to talk about meat

- **UK/EU consumption of meat is high** approximately twice the global average.
- **Health:** High levels meat (particularly red & processed meat) linked to bowel cancer, heart disease, diabetes.
- UK Gov and World Cancer Research Fund is to eat no more than 500g red & processed meat a week. **6 out of 10 men and 1 in 4 women in UK exceed this.**
- **Eating meat no more than three times a week** would prevent 45,000 early deaths a year and save the NHS 1.2bn a year (Rayner et al 2010)

Why we need to talk about meat

- **GHG hotspot:** 14.5% of global GHG emissions (FAO)
- **Biodiversity:** livestock production responsible for 30% of global biodiversity loss
- **Water, grain and land intensive:** 1/3rd of global grain harvest/97% soya for animal feed.
- **Food security:** Global demand to double by 2050
- **Animal welfare:** Cheap meat = factory farms

Sustainable Fish?



- Nutrition advice: Eat more: 2 portions a week (1 oily), but...
- over three quarters of the world's fish stocks are currently either fully or over exploited (UNFAO)

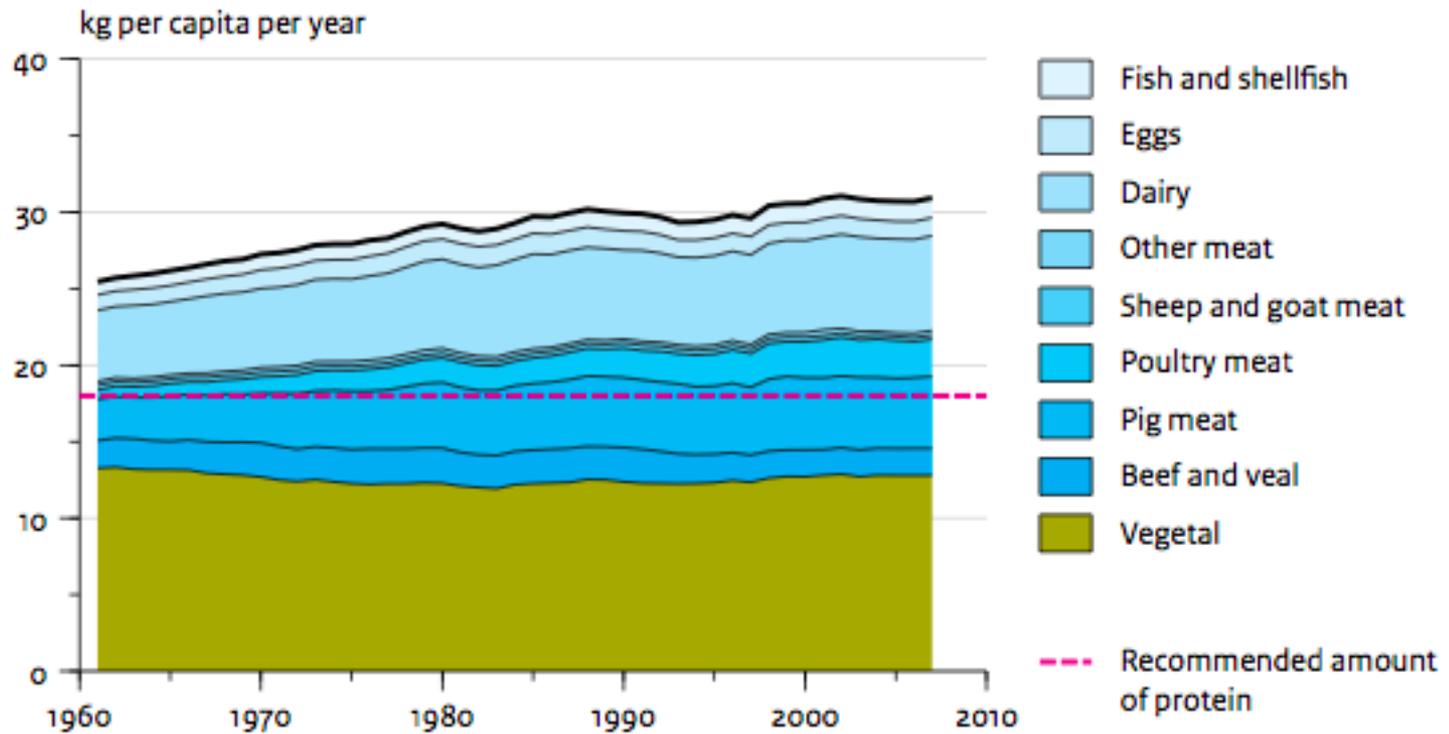


Marine Stewardship Council

Certified sustainable seafood



Intake of protein in EU27



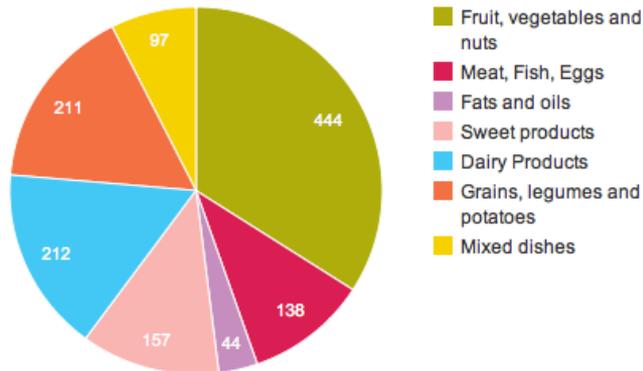
Source: PBL analysis, based on FAO (2010); Gezondheidsraad (2001); NEVO (2010); Schmidhuber (2007); Voedingscentrum (2008); WHO (2003b, 2007)

The increased consumption of animal products means that the total protein intake has increased over the last 50 years. The consumption of proteins per person is around 70% higher than recommended.

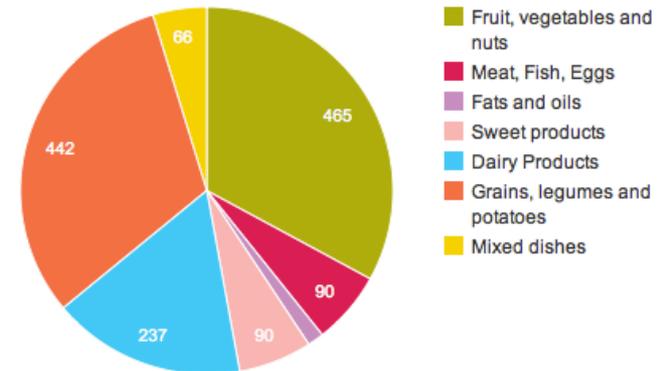
LiveWell in France

The LiveWell diet for France would reduce greenhouse gas emissions from the current average by 25% and decrease an average person's daily expenditure on food from €4.90 to €4.36 a day. The biggest increases shown in the LiveWell Plate, compared to the current French diet, are in the consumption of legumes and cereals. The biggest decreases are in meat and meat products, as well as in highly-processed sweets, such as cakes. Consumption of dairy foods increases, but only modestly.

Current consumption in France



LiveWell Plate in France



Carbon emissions table

The table shows the greenhouse gas emissions for the LiveWell Plate compared to those of the current average diet in France.

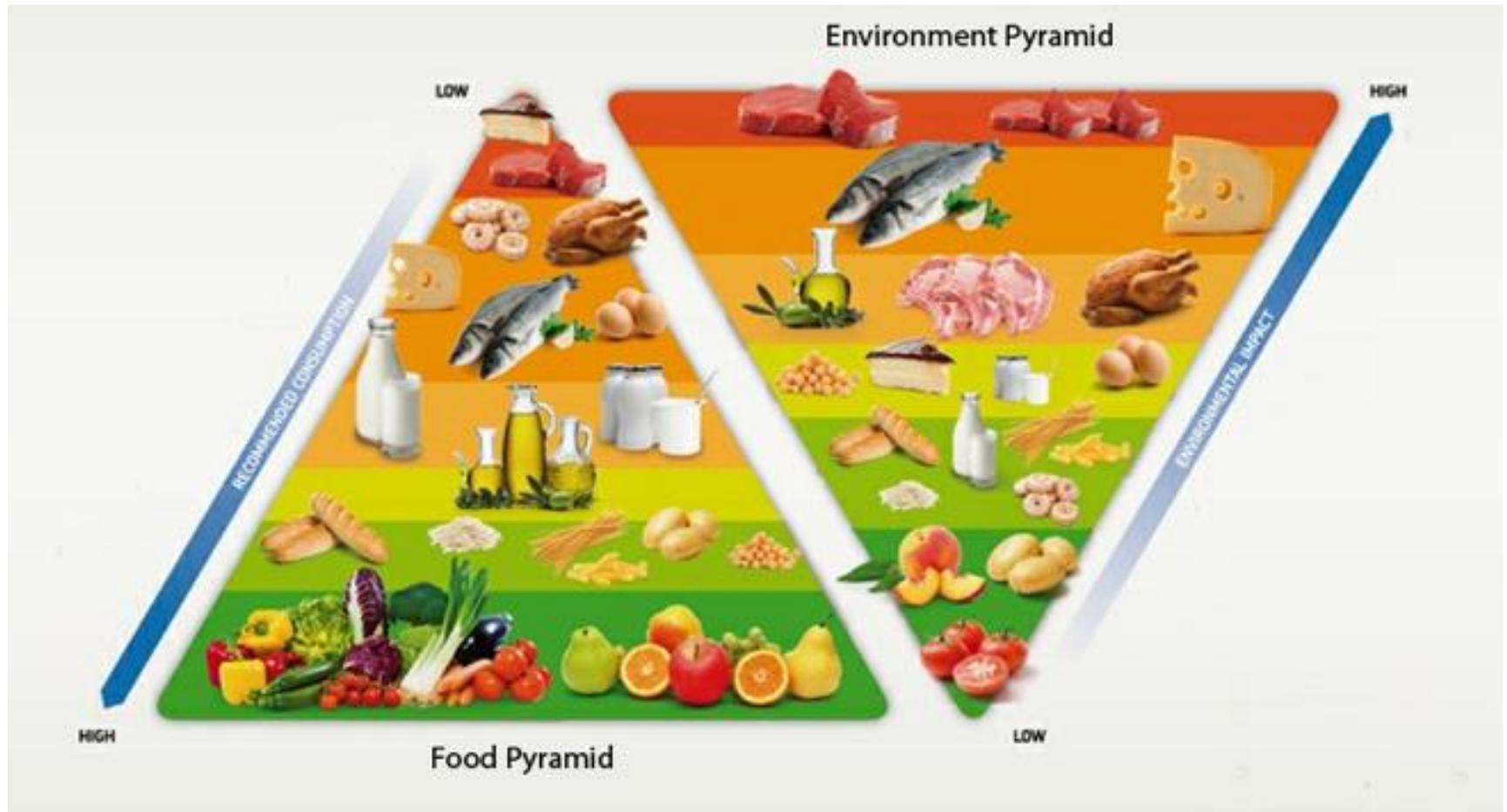
Current average diet gCO ₂ equivalent/day	LiveWell Plate gCO ₂ equivalent/day
3,478	2,609

Cost table

The costs for the LiveWell Plate compared with the costs of the average current diet in France.

Average cost per day	LiveWell Plate cost
€4.90	€4.36

Barilla Institute Double Pyramid





LIVSMEDELS
VERKET

NATIONAL FOOD
ADMINISTRATION



German Council for
SUSTAINABLE
Development

The Sustainable Shopping Basket

A guide to better shopping.



Environmentally effective food choices

Proposal notified to the EU ¹ 15.05.09

Health Council of the Netherlands

Guidelines for a healthy diet: the ecological perspective

Agence de l'Environnement et de la Maîtrise de l'Énergie

ADEME



Agence de l'Environnement
et de la Maîtrise de l'Énergie



for a fair green healthy future

UK Green Food project draft guidelines

- ✓ **Eat a varied balanced diet** to maintain a healthy body weight.
- ✓ **Eat more plant based foods**, including at least five portions of fruit and vegetables per day.
- ✓ **Value your food**. Ask about where it comes from and how it is produced. Don't waste it.
- ✓ **Moderate your meat consumption**, and enjoy more peas, beans, nuts, and other sources of protein.
- ✓ **Choose fish sourced from sustainable stocks**. Seasonality and capture methods are important here too.
- ✓ **Include milk and dairy products in your diet or seek out plant based alternatives**, including those that are fortified with additional vitamins and minerals.
- ✓ **Drink tap water**
- ✓ **Eat fewer foods high in fat, sugar and salt**

Policy for sustainable diets

- Policies to integrate health & environment (internationally, nationally & locally)
- Official advice on healthy, sustainable diets (national or EU?)
- Need greater awareness (public, policy makers, business)
- Levers for behaviour change beyond labelling
- Food education in schools including cooking skills
- Role of supermarkets/food companies to reformulate/meat alternatives/communicate with customers/reduce food waste/choice edit
- Standards eg Food procurement, animal welfare
- Fiscal incentives: reducing subsidies/taxing high impacts foods

What is Eating Better?



Eating Better for a fair, green, healthy future is a new alliance to demonstrate that eating ‘less and better’ meat is fairer, greener and healthier for people and the planet.

Who is involved?



Eating less (and better) meat and more plant-based foods are:



- ✓ Better for health
- ✓ Better for environment and resource use
- ✓ Better for animal welfare
- ✓ Better for feeding the world fairly
- ✓ Better for sustainable livelihoods

Messages



- ✓ Eat more, and a greater variety of plant-based foods
- ✓ Eat more meat-free meals
- ✓ Eat meat in smaller portion sizes
- ✓ Use small quantities of meat to add flavor
- ✓ Keep meat for special occasions
- ✓ Choose 'better' meat ie naturally-fed, known provenance, produced to high animal welfare, environmental and quality standards.
- ✓ A 'less but better' approach to meat eating can help support farmers without being more expensive for consumers.



Eating Better

for a **fair** **green** **healthy** future

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