

PLAT DU CHEF

LIVEWELL FOR LIFE

LiveWell for LIFE tackles two of the biggest challenges facing modern society head on; rising levels of food related diseases and runaway climate change. It looks at solutions that can help address both issues. Our research shows clearly that healthy eating and reducing our global resource footprint are mostly compatible.

"LiveWell intends to show that healthy food, healthy people and a healthy planet are the best ways forward at times when everyone's budgets are getting squeezed."

Tony Long, Director, European Policy Office

AN APPETITE FOR CHANGE

A recent Eurobarometer survey found that



of Europeans are concerned with the environmental impact of products



said that they would eat less but better meat



said that they would replace most of the meat they eat with vegetables

SO WHAT IS LIVEWELL FOR LIFE TRYING TO DO?

We have developed initiatives in three pilot countries, France, Spain and Sweden, to produce individual national plates that best reflect national diets and how they would need to change to become healthier and better for the environment. LiveWell recognises that national diets differ from country to country and we have picked very diverse pilot countries to show that the same principles exist.

We have found that big changes are not always needed to have a significant environmental benefit.

Menu

A cheaper menu!

In France it was estimated that an 11% food cost savings was possible if the LiveWell principles were adopted

LIVEWELL KEY PRINCIPLES

- ✓ **Eat more plants**
Enjoy vegetables and whole grains!
- ✓ **Eat a variety of foods**
Have a colourful plate!
- ✓ **Waste less food**
One third of food produced for human consumption is lost or wasted.
- ✓ **Moderate your meat consumption, both red and white**
Enjoy other sources of proteins such as peas, beans and nuts.
- ✓ **Buy food that meets a credible certified standard**
Consider MSC, free-range and fair trade.
- ✓ **Eat fewer foods high in fat, salt and sugar**
Keep foods such as cakes, sweets and chocolate as well as cured meat, fries and crisps to an occasional treat.

LiveWell for LIFE is sharing its findings with the European Commission, the European Parliament and Member States to create a strong European Sustainable Food Policy.

While LiveWell for LIFE supports attempts to reduce waste as a means of cutting the loss of perfectly good food, it is only part of the solution. **More can be achieved if we look at the environmental footprint of our food and try to make simple changes that are good for our health and good for nature.**

FIXING OUR FOOD SYSTEM AT A EUROPEAN LEVEL

As part of a new policy, a public EU consultation was launched in the summer of 2013 which asked stakeholders for their opinions on how our food system can be adapted. This will go on to form a Communication on Sustainable Food by the European Commission. The European Parliament and the Council will debate this Communication and amend the originals for new legislation by 2015.

The indicative timeline for the policy:

By 2020 the European Commission 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 Commission.

The policy process is as follows;

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

CONNECT

With us at www.livewell.eu or email infolivewell@wwf.org.uk
Follow us on Twitter: @LiveWellFood



2014

WORKING
TOGETHER FOR
HEALTHY PEOPLE
AND A HEALTHY
PLANET



BISTRO LIVEWELL

YOUR GUIDE TO A SUSTAINABLE DIET



MENU

ENTRÉE

HEALTH AND ENVIRONMENTAL PROBLEMS OF OUR FOOD SYSTEM

GLOBALLY

1.4 BN ARE OVERWEIGHT



870 M CHRONICALLY UNDERNOURISHED

Today's diets are significantly contributing to the pandemic of obesity. More and more children are suffering from unbalanced diets and this is leading to increased signs of heart disease, diabetes and cancer. Already in Europe 4 million people die of cardio-vascular diseases, and diabetes each year. Dietary problems and overeating have been identified as the main driver.

Currently between 1-5% of every health budgets in every member states is used to pay for treating obesity.

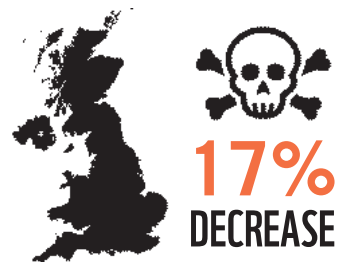


NEARLY 50% OF EUROPEANS ARE OVERWEIGHT



EU GREENHOUSE GAS EMISSIONS

The agri-food industry is responsible for over 29% of EU greenhouse gas emissions.



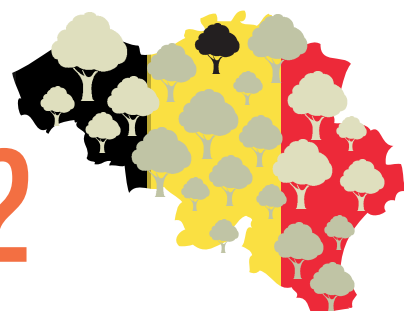
17% DECREASE

In the UK, cutting the overall consumption of saturated fats could lead to a 17% decrease in the number of premature deaths from heart disease.

FOREST CUT DOWN

Between 1990-2008 an area twice the size of Belgium was cut down outside the EU for the production of food Europeans will mostly eat.

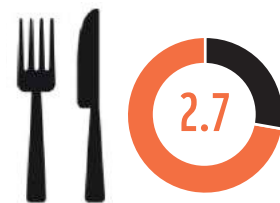
X2



MAIN COURSE

CAUSES OF HEALTH AND ENVIRONMENTAL PROBLEMS

EATING INTO THE WORLD RESOURCES



If everyone lived like the average citizen of the EU, the equivalent of 2.7 Earths would be required to keep up with current natural resource depletion rates. While that's not just food it goes to show we are living above our means.



EUROPE 3466 kcal

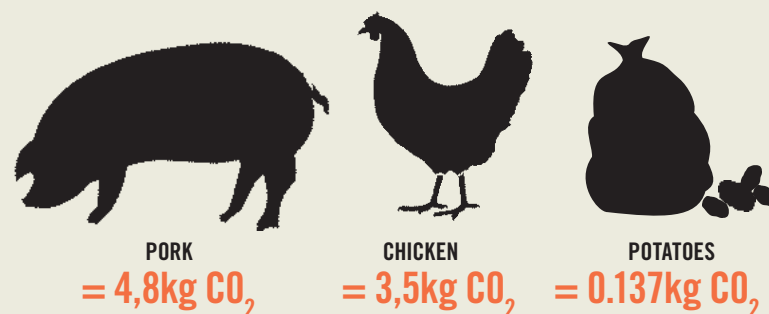


USA 3600 kcal

DAILY CALORIE BINGE INCREASE CALORIE CONSUMPTION

In Europe and America we need to tighten our belts. On average we eat way above the 2500 kcal daily advised.

1KG OF



PORK = 4,8kg CO₂

CHICKEN = 3,5kg CO₂

POTATOES = 0.137kg CO₂

Carbon Footprints

DIFFERENT TYPES OF FOOD HAVE DIFFERENT CARBON FOOTPRINTS

We need to be reducing our consumption of some foods that have a high environmental footprint. Some foods use less land, energy, water and produce less CO₂ emissions while having the same nutritional value.

WE JUST



WASTING FOOD

30% of all edible and healthy food is wasted in EU households. That's 179kg per person.

DESSERT

THE SOLUTION: SUSTAINABLE DIET

BUT WHAT IS A SUSTAINABLE DIET?



Sustainable diets look at the impact our food consumption has on the planet's resources and proposes healthy eating patterns that that can promote the needs of the environment. This growing body of research is recognised by the United Nations Food and Agricultural Organisation (FAO) and the World Health Organisation (WHO).



REDUCE GREENHOUSE GASES BY 25%

If we all changed our diet and increased our consumption of food with a lower carbon footprint we could make a difference.



Special!

Since 1945 Europe has been increasing its production of food to meet new demand. Unfortunately this production is unsustainable and is leading to a massive strain on our resources.

A SUSTAINABLE DIET WILL GIVE US THE OPPORTUNITY TO REDUCE OUR IMPACT ON THE PLANET'S RESOURCES



30%

of energy used for agriculture.



70%

of freshwater is used for the irrigation of crops.



47%

of the terrestrial surface is farmland.