Food for Thought

A case for sustainable diets in Europe
FOR STARTERS

**current situation**

**human health**
- It is estimated that 1 in 5 people in the population in Europe is obese or overweight.

**climate change**
- In Europe, food accounts for 29% of greenhouse gas emissions.
- Producing pork and chicken creates vastly more carbon dioxide than producing potatoes.

**biodiversity**
- Agriculture is both a contributor to biodiversity conservation and a major driver of biodiversity loss.

**land-use and deforestation**
- The grassland butterfly population in Europe has massively declined.

MAIN COURSE

7 BILLION

We produce enough food to feed 7 billion people, however:
- Over 1.5 billion people worldwide are undernourished.
- Over 0.87 billion people worldwide are overweight or obese.
- One third of food produced for human consumption is lost or wasted.
- 30% of croplands are used for livestock feed production.
- The total per capita protein consumption in Europe is about 70% higher than recommended by nutritional guidelines.

TO FOLLOW

**possible solutions**

**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 25%.

**global food security**
- According to the UK House of Commons' International Development Committee, campaigns to reduce food waste and promote resilience 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 healthcare budgets.

**food cost**
- During tough economic times, the switch to a healthy low-carbon diet will add the benefits of a reduction in food costs, the adoption of a low-carbon diet would save 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.
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.

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 follow:
- 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.

"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.

Ludovic Swann,
Sustainability Manager, Innocent Drinks"

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

LiveWell for LIFE is a partnership between WWF and Friends of Europe. The project is funded with the contribution of the EU’s LIFE Programme for the Environment.

For a list of references, please visit livewellforlife.eu or email info@livewellforlife.org.uk or livewell@wwf.eu

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