

Why promote sustainable diets?

If you are reading this you may already be aware that the typical Western diet - high in meat and processed foods - has a huge impact on our health, the environment and the lives of others. Given the urgency of the situation, Friends of the Earth is asking people to adopt a 'flexitarian' diet where we reduce our meat consumption, and eat more veggies.

This can be a positive change where people are encouraged to:

- Eat more plants – enjoy more fruit and vegetables.
- If eating meat and dairy – eat less but better. Meat – red or white, should be a tasty complement to a fresh meal rather than the centre piece.
- Waste less food – up to 30 per cent of the food we buy is thrown away.
- Eat more fresh food, and reduce processed food which tends to be more resource-intensive to produce and often contains high levels of sugar, fat and salt.
- Eat food you can be sure of, such as goods that meet a credible certified standard – like MSC (Marine Stewardship Council certified label) fish or organic meat and eggs, or produce direct from suppliers like local farmers.

This pack has been created to provide a guide on practical measures that can be taken to make this transition. It includes ways in which you can include ideas on changing what you eat into your local community projects, street activities and so on – so whatever you are doing you can promote eating better!

Included in this pack is information on the importance of making the change, an [Infographic/poster](#), a collection of tasty recipes and nutritional information, ideas for engaging with your community such as organising a low-carbon cook-off and writing to your local newspaper, amongst other things.

We hope this pack will help you in your activities and may also help attract new interest in your work and new supporters.

It looks big but each section can be used by itself. We've created a roadmap to help you navigate through the pack.

Finally, we welcome feedback and will update the pack on a regular basis with updates and new ideas.

Roadmap for this pack

There are many sections to the pack so do scroll down the **Contents** pages. As a rough guide here is some help on where to go if you are a...

1. Local and community group, or an individual

Welcome to the action guide! We hope it will equip you with the tools you need for your food-filled journey towards a sustainable diet. Get busy using our Ideas and Action (6), get savvy (with the briefings and recipes) and engage with your local community (such as running a Low-Carbon Cook Off [page 11](#)). There are lots of guides, and facts and figures to draw on.

2. Transition Town

Thanks for using this pack! We hope that you will find our Ideas and Actions ([page 15](#)) and the wider ideas and actions for community and individuals from [page 6](#) useful for use in your local network. There are plenty of resources listed, and some low-carbon recipes to try ([page 19](#)). Use the letter template ([page 10](#)) as a starting point for initiating discussion around diets in your sphere.

3. Events or Festival Organiser

You've got the power to reach even the most committed carnivores! We have a specific guide for you on [page 24](#), with lots of links which we hope you will find useful. You could display our infographic ([page 4](#)) at events to get people talking and thinking about sustainable diets. Try out the recipes for stall holders and brush up on your knowledge using the briefing ([page 31](#)).

We'd love to know what you think of this savvy guide. Please send an email to Clare Coatman with your feedback - clare.coatman@foe.co.uk.

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Infographic

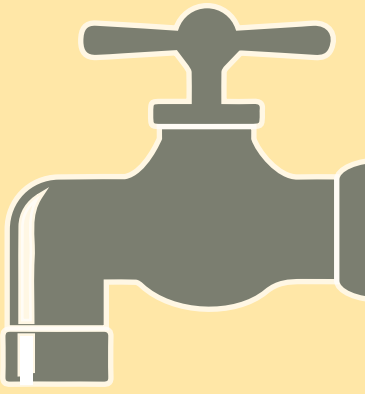
The infographic below can be printed out as a poster or a useful hand-out at events. You may also find the New Meat atlas useful as it has over 70 graphics you can print and display. A link to this is the Meat Atlas is <https://www.foeeurope.org/meat-atlas> do take a look.



Cooking time:
A few minutes

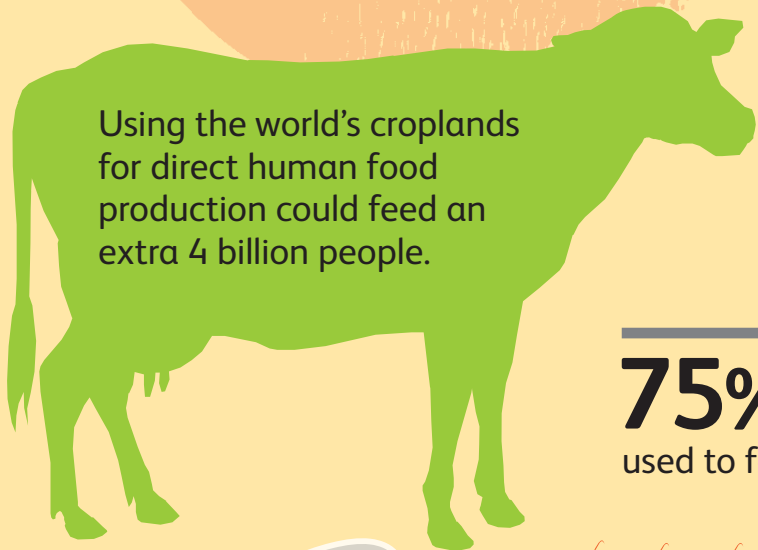


Serves:
About 9 billion



AN EASY RECIPE TO SOLVE THE WORLD'S FOOD PROBLEMS

1. REPLACE SOME MEAT AND DAIRY WITH OTHER FOODS



Using the world's croplands for direct human food production could feed an extra 4 billion people.

75% of all farm land is used to feed animals.



1000 litres water

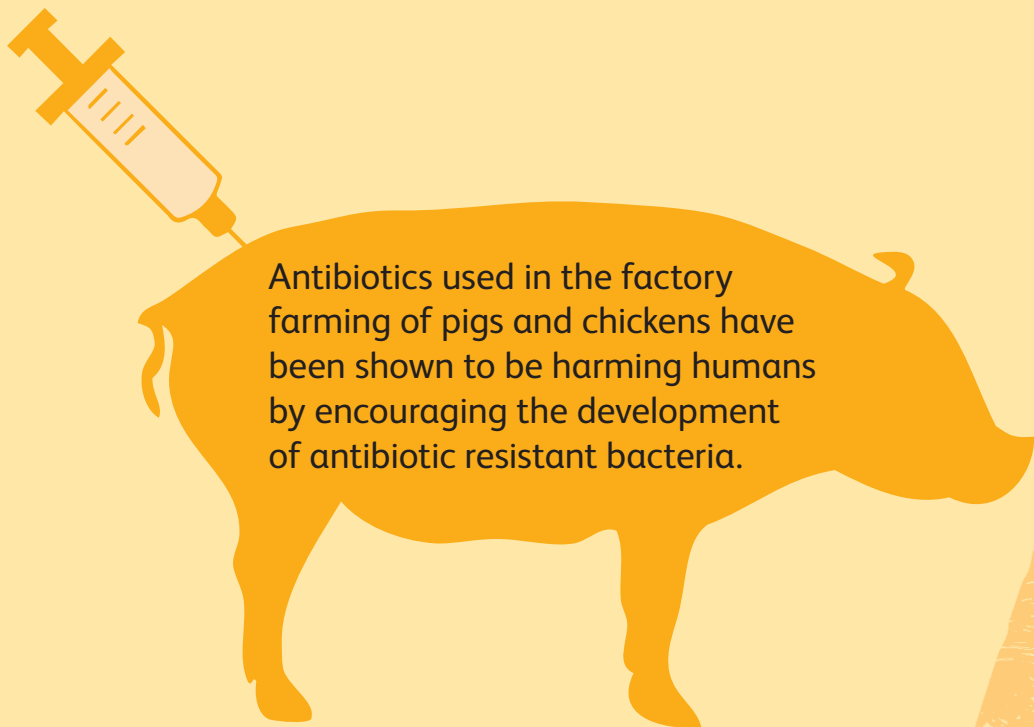
1000 litres of water are used to produce just 1 litre of cow's milk.



RECIPE 1

Try using some vegetables instead of some of the meat. Like adding beans to a curry or carrots to a stew. Try some veggie recipes.

3. EATING FOODS WHICH ARE BETTER FOR YOU



Antibiotics used in the factory farming of pigs and chickens have been shown to be harming humans by encouraging the development of antibiotic resistant bacteria.

25% less fat in organic chicken and meat from free range and pasture fed animals. These also contain lots more beneficial protein.

RECIPE 3

Take one step at a time. Commit to one meat-free day a week at first. When you eat meat, think "less and better".

2. EATING FOODS WHICH ARE BETTER FOR THE ENVIRONMENT

Chicken vs. chickpeas
50% more land use
3 x water pollution
3 x climate changing gases.

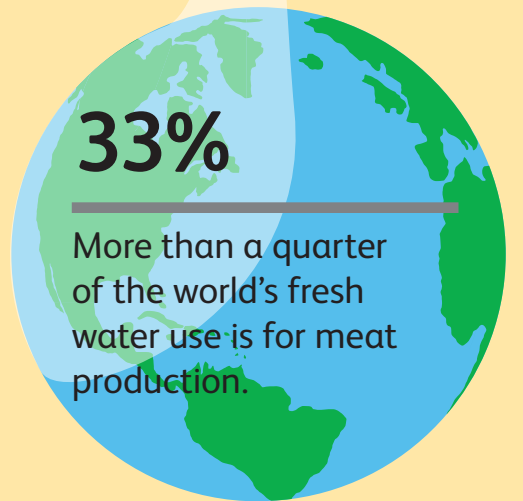
14.5% of all global climate changing gases come from livestock production.



97% less pesticide is used in organic farming, 50% less energy, and as much as 50% less fertilizer than conventional methods – better for the environment and for bees too!

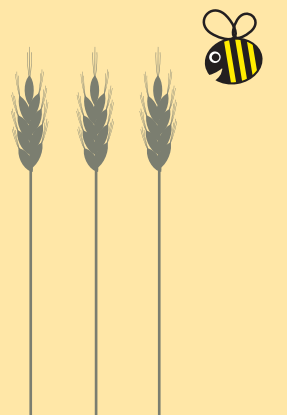
RECIPE 2

Buy organic, seasonal, local, and fresh as much as you can. Avoid junk foods and too much processed meat.



33%

More than a quarter of the world's fresh water use is for meat production.



4. WASTE LESS FOOD; WASTE LESS MONEY



15 million tonnes of food is wasted in the UK every year. That's enough to fill Wembley Stadium to the brim more than 13 times!

£700 a year is lost through food waste for a family with children.



RECIPE 4

Buy only the amount of food you need. Or buy in bulk, use the freezer to store excess and compost any waste.

IDEAS AND ACTIONS FOR LOCAL GROUPS

What we want to promote

To help reduce the impact of what we eat on the planet we need to start eating differently [see [Briefing on Sustainable Diets page 32](#)]. But going 'flexitarian' can be a positive change.

Discuss what you would like to do as a group and individually.

- What fits your group profile? How could promoting a better diet connect with your existing audience and even a wider set of people?
- How can you start encouraging your supporters and wider community to eat better (or go 'flexitarian') – and what are the issues you need to consider?
- How can you get wider interest in all your work through food related activities?
- Are there any events you can use to promote the ideas or could you run one – like a [Low Carbon Cook Off](#) [see page 11]?
- How can you use the [Infographic](#) or produce your own which uses local foods, images and recipes for instance?
- You may be doing some of the activities below already. How can you promote changing eating habits into your existing or new work?

Here are some ideas to consider

Cycle to a farm shop

- Find your local farm shops and see if they will promote the infographic in their shop and give out the flexitarian recipes to customers. Would they chat to their customers about low meat recipes? Would they do the Pledge (page 27)?
- Why not cycle to your local farm shop at the weekend? Get your friends and family involved for a fun trip. Information on independent local food producers can be found at <http://www.bigbarn.co.uk/>.

Buy in a co-operative

- Set up a food co-op and promote eating less and better meat, and other ideas to members.
- Use the infographic and materials in this pack to show people some of the issues. Find out how at <http://www.sustainweb.org/foodcoopstoolkit/>.

Meet, eat, talk

- Run a public event with '*what you like to eat*' as the topic. See if you could encourage local chefs to talk about how they could introduce a flexitarian option. You could distribute the recipes and information included here.
- Consider running a Low-Carbon Cook Off – see '[How to Run a Low-Carbon Cook Off](#)'. They can be huge fun as well as informative.
- At your local action-group meeting, have a discussion about local and seasonal food from around the world for that month. Ask a local chef to talk about the joys and pain of sourcing good ingredients.
- Nominate a different person each time, to be responsible for finding out about what to plant and eat.

Go foraging

- Ask a knowledgeable guide to take you foraging safely for wild foods.
- Wild Food School have published a detailed and informative urban foraging guide: <http://www.countrylovers.co.uk/wfs/wfsURBFORAGER.pdf>.
- For recipes using weeds, e-books are freely available from <http://wildfoodwisdom.co.uk/>.

- An App for beginner foragers is available at <http://www.foragersapp.com/>.

Grow some vegetables

- You may be doing this already - if so, you can promote the wider messages using the poster and other tools here. Organise a meeting with other growers and see if they can promote eating differently.
- Organise a vegetable growing contest for your local action group and discuss other issues like how replacing some meat with veg can help. Dabble with your dinners <http://eatseasonably.co.uk/dabble/> has lots of good recipes.
- Use www.eatseasonably.co.uk and <http://incredibleediblenetwork.org.uk/> to find out what to plant.
- And <http://www.landshare.net/index/> to help you to find land locally to grow on
- Trade extra produce between yourselves, or maybe hold an auction for Friends of the Earth.
- See if you can use your produce for a Low Carbon Cook Off event
- For those wanting to take a longer term view, why not start an allotment or growing group? Promote sustainable diet information at the plot and at any meetings you have with other growers.

Write to local stakeholders

- Businesses, schools and hospitals need to hear that people care about sustainable diets. There's strength in numbers, so a petition or co-ordinated effort might be an effective way to make your voice heard.
- Having a meat-free or low-meat day, week or month would be a good way to promote the idea and show how easy it can be. You could ask local institutions to run one.
- There is a **letter** (page 9) in this pack which you can adapt and send to local media and stakeholders.

Influence your MP

- Visit or write to your MP about why these issues matter. See if they would consider going **flexitarian**. Ask them to promote less and better meat and more fresh food in schools and hospitals
- For lots of food campaign ideas, you can also visit www.sustainweb.org and click on 'Projects and Campaigns,' where you will find links to pages on taking actions, including signing petitions or writing to an MP.
- If you hold a meeting or event [like a **Low Carbon Cook Off**] do invite your MP or other influential folk like councillors and canteen managers

Festival food alternatives

- Just think about all that chocolate we munch through at festival days and on our birthdays. At Christmas, Eid al-Fitr or Thanksgiving we may be extravagant meat and other treats
- You could promote quality, nutritious alternatives or extras. People could save money by planning to go for flexitarian diets and quality foods.
- Have fun making your own popcorn for events, you can add delicious and healthy toppings.
- Get your supporters, family and friends hooked on a flexitarian approach with some nifty meat-to-veg ratio adjustment.
- There are some great recipes in this pack on **page 19**, or if you're feeling adventurous try <http://www.simplyrecipes.com/recipes/type/vegetarian/>.

Hold a recipe swap night

- Whether its grandma's Victoria sponge recipe or your own speciality jerk chicken, it's always good to bounce ideas around. You might discover a great lower-meat recipe.
- Go to town, get people to bring home made nibbles and make it a fancy dress occasion – and you could also share mix-tapes of the songs you dance to at the hob.

Form a 'carrotmob'

- A 'carrotmob' campaign is when a group of people spends money to support a business, and in return the business makes an improvement that customers care about. See <https://carrotmob.org/about> for more details.
- You could tell local restaurants and shops that you will support them if they serve flexitarian dishes and promote eating less and better meat and vegetarian/vegan meals

Handy hints & tips about eating better that you can talk about

Stick to your list

- Discounted food might be tempting, but make sure you can use it in time. Offers are there to catch you out, so be nifty with your aisle navigation - your wallet and your body will thank you for it.

Love your leftovers

- Have fun creating wonderful one-time dishes by making a pie, curry, hotpot or salad with your leftover ingredients. Alternatively, you can freeze individual portions for a rainy day. Just make sure leftovers are enjoyed and don't end up in the bin.

Get your pulses going

- Pulses are not just food for vegans, you can use them to make dishes go a lot further and reduce the fat content of your meals. They also have great health benefits - split peas and lentils are rich in protein, vitamins and fibre so have half meat have pulses?. Try with carrots and a rasher of bacon for a hearty and filling stew.

Bean there, done that

- Flageolet, cannellini, haricot, kidney, black-eyed and butter beans all make great alternatives to the traditional baked variety.
- Save some pennies by buying dried beans and soaking overnight.
- Try sprinkling them over a salad of lettuce, tomato, sweet potato and olives.
- Check out our friends at Hodmedod's who are doing a great job growing beans and pulses in East Anglia. They have an online shop and recipes at <http://hodmedods.co.uk/recipes/>.

Be canny about cans

- Canned vegetables are often more expensive than fresh ones, and contain fewer vitamins. And unless you need them straight away, it might pay to buy dried beans and peas.

Compost all you can

- Your lovely mulch will nourish those weary-looking plants and potatoes to garden glory.

Super soup

- Raid the fridge and rustle up a hearty soup. Soften chopped vegetables in a pan with a little oil. Add boiled water and simmer for 20 minutes. Season with a stock cube, black pepper and some herbs. You can use cooked veggies too. See more recipes [page 18](#).

Shop label savvy. Here are some of the main labels to look out for.



Make more of your meat.

- Add grated vegetables, rice, lentils, barley, bran, breadcrumbs, oatmeal or beans to ground meat for a hearty meal.

Think about the food you eat.

- If you grow food in a community allotment, is all the other food you buy just as eco-efficient? Or if you always buy organic meat, are your veggies just as good?
- The way things can really change for the better is thinking and acting holistically in all our choices, so get that holistic hat on.

Cook carbon friendly, use the microwave.

- It's more efficient than the oven

Cook in bulk

- Freeze extras portions and soak beans overnight.

On a budget?

Did you know you can make an aubergine and kidney bean burger and a whole loaf of soda bread for a meagre 75 pence? Check out Jack Monroe's blog (<http://agirlcalledjack.com/category/recipes-food-etc/>) for great recipe ideas on a budget. Her book *A Girl Called Jack: 100 Budget-busting, Easy and Delicious Recipes*, includes a whole lot more. 'A Bit of background on Nutrition' on page 29 may be useful.

See also the **Handy Links & Books** at the end

Letter Template - Engaging with Your Local Community - Go Flexitarian

Feel free to use this template to write to your local newspaper about sustainable and flexitarian diets. You could also write to local hospitals and or school about increasing the sustainability of their food standards, to local councils and companies about meals they serve and to your local MP who can act for you in Parliament.

Dear Editor,

As someone who is concerned about our environment, I was wondering whether any of your readers have ever considered going flexitarian.

The flexitarian approach involves reducing the amount of meat and junk food we eat, eating more plant-based foods, and reducing our food waste. The switch is important for a number of reasons. Not only is it economical (meat is more expensive than vegetables), the increased consumption of vegetables provides great health benefits and this approach has a reduced impact on the environment compared to the industrial meat industry.

There is a growing demand for meat across the world, which poses a real threat to health, finances, the environment and the lives of others. The credit crunch highlighted the importance of living within our means and the flexitarian approach offers just that. Going flexitarian means we get to eat meat if you want to but in a more sustainable way. And you can do as much or little as you want.

I would encourage local institutions and politicians to really consider the flexitarian approach.

Possible additional clauses:

[I would be interested to know if any local restaurants would consider using a flexitarian approach or serve low-meat dishes.]

[Local schools and hospitals might consider the health and budgetary benefits of having less but better (e.g. local, organic, unprocessed) meat on menus or a meat free day or week. The Food For Life team (<http://www.foodforlife.org.uk/>) can be really helpful]

[Is anyone interested in starting a cooking club to try out flexi recipes?]

Yours sincerely, [name]

[Remember to add your contact details, if you are willing to be contacted]

Low Carbon Cook-Off

What is a Low Carbon Cook-Off and why run one?

A Low Carbon Cook-Off is a public event mimicking Ready Steady Cook: two (or even more) teams cook a meal in a set time limit and the audience taste each dish and vote for a winner. It's used as a fun and engaging tool to talk about the environmental impact of what we eat – e.g. what are high/low carbon ingredients and tips to lower the impact of your favourite recipes.

This is a great way to raise awareness about the social and environmental impacts of our food choices and engaging members of your community in the sustainable diets debate¹. So get together, share your knowledge and get competitive.

Things to consider

Think about what you want to get from the cook-off -you may have several aims:

- If getting people to sign the pledge in this pack (page 27)... bring plenty of copies and decide when you're going to talk about it
- If signing people up to join in local group activities... think how you're going to keep in touch with them e.g. collect their email/phone number in a book or clip board
- If you want to educate people and spread the word...bring materials to hand out like the **infographic** at the beginning.
- If you want people to change their behaviour... bring the flexi recipes in this pack they can take home
- Ask people at the event to share flexitarian recipes and menus

Planning your event

The diagram on the next page gives you ideas on what to think about when planning a cook-off - what to do at the start of the process, before the event, on the day and afterwards.

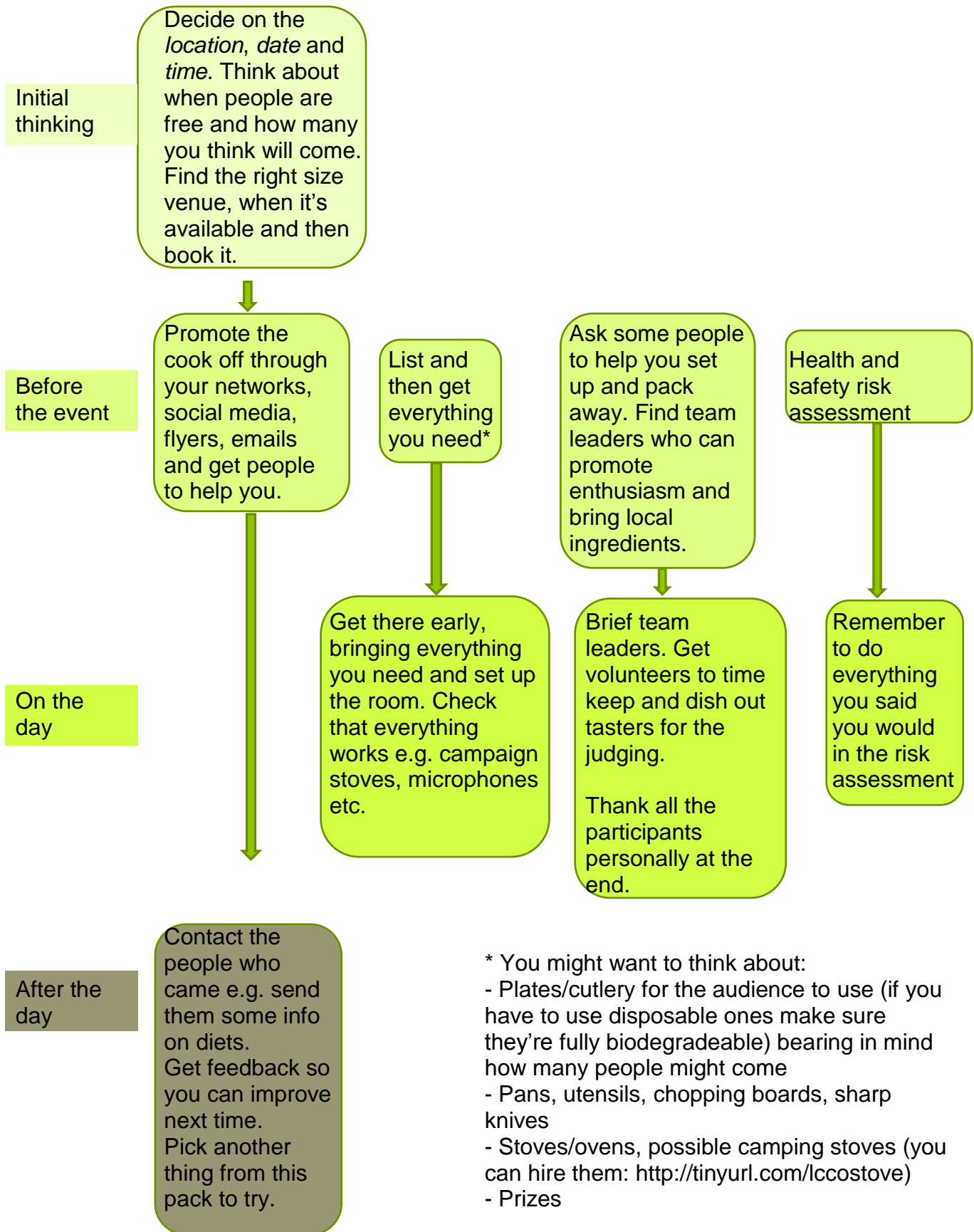
A note on Health and Safety

Please take all necessary measures to ensure your event is safe. This means seriously considering health and safety rules, such as fire hazards, food hygiene, the safety of those attending, and the risk of using the equipment. You will need to think about things like:

- How you will be storing food
- How you will be heating/cooking the food and with what devices
- What will you do to prevent fire
- What you will be doing to prevent contamination
- How people will eat the food

Friends of the Earth's insurance covers local groups doing this activity up to a certain size so if you're thinking of running a cook-off with more than 20 people please do let us know beforehand by emailing localgroups@foe.co.uk

¹ Eco Centre Wales Lo Carbon Cook-Off project <http://lowcarboncookoff.org.uk/>



How to run the Cook-Off

1. Introduce the event

- ❖ Introduce yourself
- ❖ Recap why the cook-off is taking place [having fun while testing out options for a sustainable diet] and how the session will run [two teams will test two low carbon recipes and the audience will decide the winning recipe].
- ❖ Introduce those involved; e.g. team leaders, volunteers from the audience, one or two local chefs to judge and an impartial timekeeper.

2. Talk through the issues

We want to make positive changes to our diets. The climatic state of emergency means we need as many people as we can to take action and get political. It's not about scaring people into action, but recognising that we need to start living within our collective and planetary means. Through making changes to our diets, we have the opportunity to positively impact people and the environment – locally and globally.

The food you eat (and don't eat) has a major impact on your overall **carbon footprint**. We have some information on the carbon footprint of different kinds of food in the next pages (the carbon cost of some common ingredients). **Meat and dairy** (cheese especially) are major issues. **Seasonal and local** are better (fewer food miles, lower carbon footprint, supports local economy). Intensively reared or over-processed food is not good.

We think a **Flexitarian** approach—a part-time vegetarian diet, where you eat less meat - is the best way forward for most of us. The idea is to have vegetarian meals with some occasional meat to complement the dishes. There are some principles you could have for going flexitarian:

- **Eat more plants** – enjoy more fruit and vegetables.
- **If eating meat and dairy** – eat less but better. Meat – red or white, should be a tasty complement to a fresh meal rather than the centre piece.
- **Waste less food** – up to 30 per cent of the food we buy is thrown away.
- **Eat more fresh food**, and reduce processed food which tends to be more resource intensive to produce and often contains high levels of sugar, fat and salt.
- **Eat food you can be sure of** such as goods that meet a credible certified standard – like MSC (Marine Stewardship Council certified label) fish or organic meat and eggs, or produce direct from suppliers like local farmers. If it costs more (which is not a given!) then eat a bit less.

3. The Cooking

Start the clock: 30 – 45 mins cooking time. Get someone impartial in the audience to be the timekeeper.

- Ask contestants questions and comment on what they are doing
- Talk about the relative carbon levels of different ingredients (raw / processed, imported, seasonal)
- In small groups ask the audience to discuss their favourite meals and how they could be made more sustainable (feedback as a whole group if there's time)

4. The Tasting

Put the food into bowls for tasting – the audience taste then:

- Audience vote with a show of hands, or a cheer
- Winners announced, prizes given
- Thanks, goodbye and next steps (hand out materials/promote your local group).

The carbon cost of some common ingredients –

This can be a great tool for the Low Carbon Cook-Off² if you think the audience may like some numbers - All Units are in kg CO₂ equivalent (so includes all greenhouse gasses). Some products we only use a tiny amount eg spices – so these have not been included)

kg CO ₂ e	UK	Rest of Europe	Rest of world		UK	Rest of Europe	Rest of World
Apples	0.32	0.43	0.88	Maize		0.45	
Asparagus	1.94	2.22	2.39	Milk	1.19		
Aubergines		1.3		Mushrooms	1.00	1.11	
Avocados		0.43	0.88	Noodles	0.9		
Barley*	0.52	0.63	0.66	Oats	0.38	0.12	
Beans dry		0.61		Oilseeds		2.2	
Beans green	1.55		10.70	Onions	0.37	0.48	
Beef	12.14	12.26	32.00	Pears plums	0.32	0.43	0.88
Cabbage / cauliflower* and other brassicas	0.22	0.48	0.64	Pea dry	0.51	0.62	0.15
Carrots	0.35	0.46		Pea green	0.29	0.4	
Chick peas		0.77	0.8	Pig meat	4.45	4.56	
Chicken meat	2.84	2.95	2.6	Potatoes	0.26	0.51	
Chillies and peppers	5.88	3.12		Quorn **	2.40		
Citrus		0.51		Raspberries and other	0.84	0.95	1.41
Eggs	2.94	3.04		Rice			3.5
Fish	5.36			Sheep and goat	14.61		12
Misc. fruit e.g. kiwi		0.43	0.88	Sorghum			0.47
Garlic	0.57	0.68		Strawberries	0.84	1.06	1.39
Ginger			0.88	Sugar beet	0.1		
Guavas mango			1.78	Sugar cane			0.09
Misc. leguminous veg	1.55			Tofu (organic)**		2.54 (certified)	3.72 (uncertified)
Lemons and limes		0.51		Tomatoes	3.79	1.3	
Lentils			1.06	Turkey	3.76	3.87	
Lettuce chicory	1.15	1	10	Wheat	0.52	0.63	0.66

² Statistics taken from Food Climate Research Network and World Wide Fund for Nature (WWF) paper, 'How Low Can you Go: An assessment of greenhouse gas emissions from the UK food system and the scope for reduction by 2050?', (January 2010)

http://www.fcrn.org.uk/sites/default/files/WWF_How_Low_Report.pdf, accessed 25/12/2013.

** Values for tofu and Quorn taken from 'Life Cycle Impacts of Protein- rich Foods for Superwijzer' M. Head et al 2011 (CE Delft) as no values provided for these in WWF report.

*The values given in the original report for barley and cauliflower were confirmed as errors by the authors, therefore the cabbage and other brassicas and wheat values were used as proxies on their recommendation.

NB. Figures from different sources may not be comparable.

IDEAS FOR TRANSITION TOWNS

'Transition' is the idea that local action can change the world. The aim of transitioning is that the community works together to reduce the ecological footprint of the area.

Transition Towns or communities are an important part of the move to more sustainable diets - they are an excellent example of the significance of tackling global issues by acting locally.

Why transition?

We need to start making changes in our diets to reduce the impact they have on our health, environment and others. Transition towns are a great way to drive these changes because making lifestyle changes is easier when you have support. We suggest you begin by setting realistic targets- introduce sustainable habits gradually. A good model is the 10/10 campaign which suggests cutting down your ecological footprint by 10 per cent at a time³.

Many transition initiatives already work on food. The **Ideas and Action** section looks at how you can enhance the dietary part – getting people to consider not just how they *source* the food they eat but how *much* they eat of different food types. Talking about eating less and better meat may be new or tricky for some people but it can be introduced in a positive way.

Use the knowledge in your network and work together. Teach each other things like how to cook and grow vegetables – start creating new sustainable traditions.

How to Transition

Food-growing groups
Most Transition groups start with growing food, whether on an allotment, community garden or garden share scheme, as well as by setting up new food-related enterprises.

Community-owned bakeries
Every community needs (or kneads?) one, a vital piece of the local infrastructure, sadly no longer common on our high streets, often replaced by out-of-town supermarkets.

Community-owned breweries
Community-owned breweries: one of the ways we can keep money local while innovating and creating employment. Oh, and really good beer.

Transition Streets projects
Transition Streets shows how change can happen on a street-by-street basis, reducing household costs and energy use while also rebuilding a sense of community.

Building community relationships
Transition groups pay attention to how they work together as groups, to supporting each other and avoiding the burnout which can often happen with volunteer activities.

Community-owned energy
Renewable energy offers huge potential for communities to create cleaner electricity for homes, schools and businesses – generating income and providing a safer place for investments.

REconomy projects
All these projects are making a real difference in their communities. Increasingly, Transition groups are creating new jobs and livelihoods and vibrant, viable new enterprises that keep money local and boost resilience. These groups are also mapping their local economies to measure the potential benefits of this process. Transition Network's REconomy project offers the tools, networking and support to enable this.

³ 1010 Global <http://www.1010global.org/uk/people>

Transition Network website (<http://www.transitionnetwork.org/>) has a lot of great information, from tips and graphics (such as the one above) to helping you to find a transition town near you.

The links between food growing and other central transition issues are becoming clearer – transport, retailing, energy prices, safer streets, local economy and so on are all interrelated and food is a key part of that.

This could be a great starting point to set up your own buying group or co-operative.

The **IDEAS AND ACTIONS FOR LOCAL GROUPS** above will also be useful and the **INFOGRAPHIC** poster, **recipes** and graphics can be printed out for use at events.

The Soil Association have published some useful guides⁴ on setting up food co-operatives, including:

- ❖ Setting up an organic buying club:
<http://www.soilassociation.org/LinkClick.aspx?fileticket=ulnz4I5KrXw%3d&tabid=636>
- ❖ Setting up a buying group:
<http://www.soilassociation.org/LinkClick.aspx?fileticket=CEw3EIR3Z1c%3d&tabid=635>
- ❖ Food Co-Ops toolkits: <http://www.sustainweb.org/foodcoops/>
- ❖ Setting up an organic buying group or food co-op in a school:
<http://www.soilassociation.org/LinkClick.aspx?fileticket=Cu%2f4ZrA11tw%3d&tabid=636>
- ❖ Setting up an organic buying group or food co-op at university or college:
<http://www.soilassociation.org/LinkClick.aspx?fileticket=NnbtQYX9hEA%3d&tabid=636>
- ❖ Setting up an organic buying group or food co-op at work
<http://www.soilassociation.org/LinkClick.aspx?fileticket=v7UMrRxCryw%3d&tabid=636>

Some recipe ideas for your allotment harvest can be found at...

www.allotment-garden.org/recipe

www.pinterest.com/urbangardenalot/allotment-recipe-ideas

www.nsalg.org.uk/families-schools/recipes

⁴ Soil Association resources <http://www.soilassociation.org/organicbuyinggroups/resources>

Useful Graphics to promote/stick on fridge

WWF's Store Cupboard Essentials

- http://assets.wwf.org.uk/downloads/livewell_healthy_people_healthy_planet.pdf

STORE-CUPBOARD SUGGESTIONS

Your store cupboard will vary depending on what type of food you cook. The ingredients below are just a sample of some staple foods that will allow you to cook many different meals. If you like cooking a variety of cuisines, such as Indian or Chinese, you'll need to add other spices and sauces as you see fit.

There's a lot more information on our website – wwf.org.uk/livewell. You'll find some delicious recipes from celebrity chef Valentine Warner, as well as our suggestions for a seven-day Livewell menu, and a shopping list.

TINS

Sweetcorn
Tinned tomatoes
Baked beans
Tinned beans and pulses – chickpeas, kidney beans, etc
Tinned fruit

JARS & BOTTLES

Vinegar
Tomato puree
Jam
Yeast extract
Tomato ketchup
Olive oil
Sunflower or rapeseed oil
Soy sauce
Chilli sauce

DRIED

Rice
Pasta – two types
Baking powder
Flour – plain and self-raising
Sugar
Porridge oats
Noodles
Couscous
Dried beans and pulses – chickpeas, lentils, haricot beans, etc

HERBS & SPICES

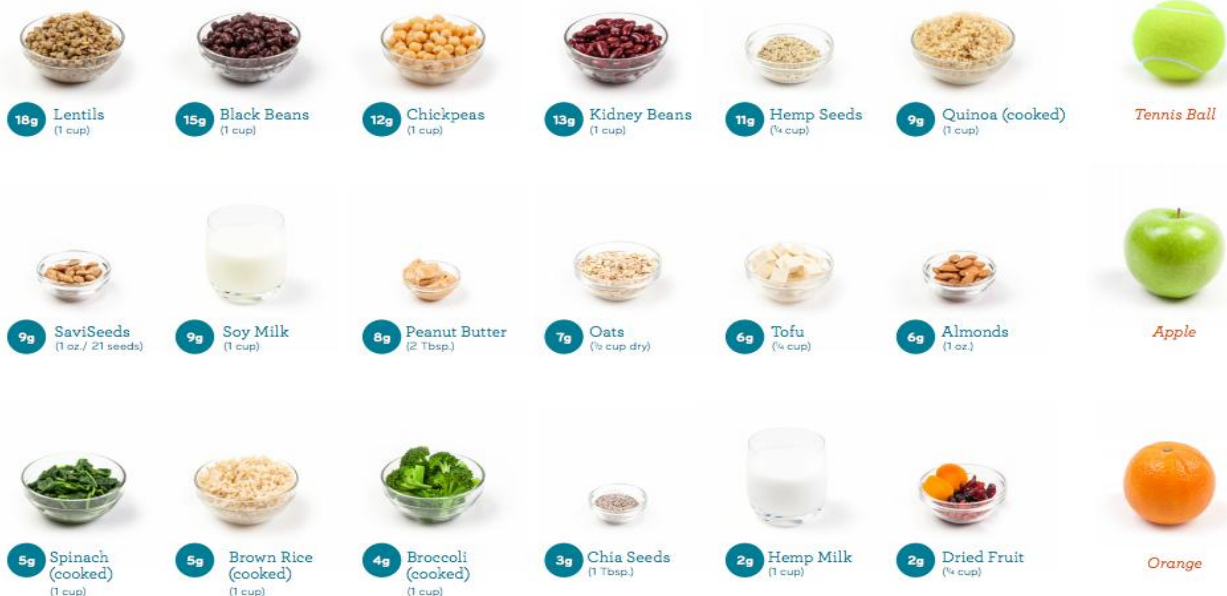
Dried mixed herbs
Dried oregano
Salt
Spices – e.g. paprika, cumin, curry leaves
Dried chillies
Stock cubes
Black pepper
Basil

Gala Kitchen's visual guide to plant-based protein

- <http://galakitchen.com/2013/08/27/where-do-you-get-your-protein/>

REFERENCE Visual Guide to Plant-Based Protein

Scale references



The Eat Seasonably Calendar <http://eatseasonably.co.uk/what-to-eat-now/calendar/>

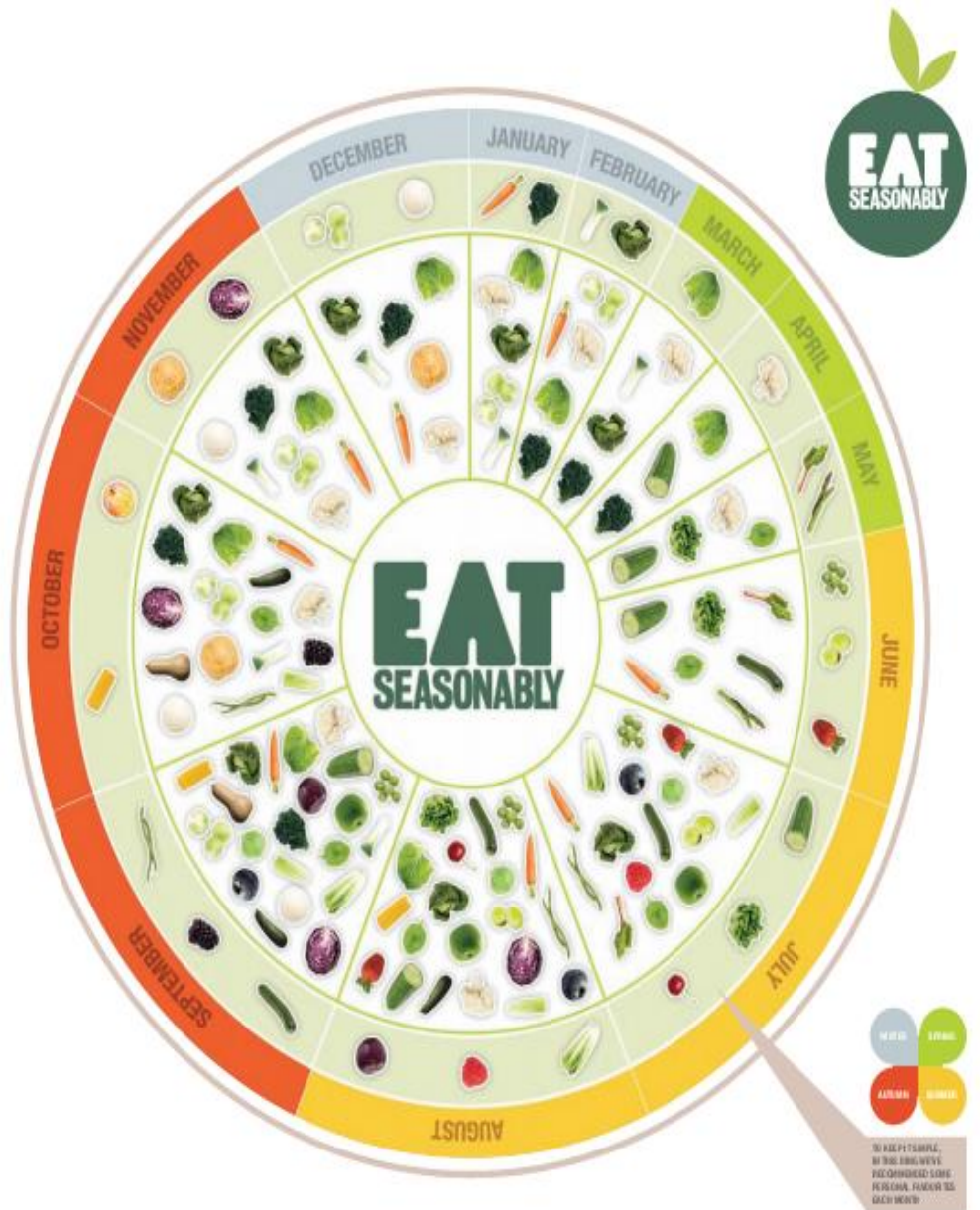
THE EAT SEASONABLY CALENDAR

ENJOY FRUIT AND VEGETABLES IN SEASON, THE TIME OF THE YEAR WHEN YOU CAN ENJOY IT AT ITS VERY BEST. THIS SIMPLE TOOL WILL GUIDE YOU THROUGH WHAT'S IN SEASON WHEN SO YOU CAN ENJOY FRUIT AND VEG THAT IS BETTER TASTED, IS BETTER VALUE AND IS BETTER FOR THE PLANET.

Produce	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
APPLES, BRANLEY												
APPLES, COX												
ASPARAGUS												
BEANS, BROAD												
BEANS, PEA												
BLACKBERRIES												
BLUZZEBERRIES												
BRUSSELS SPROUTS												
CABBAGE, SPINNING GREEN												
CABBAGE, WHITE												
CABBAGE, SAVOY												
CARROTS												
CARROT, FLEUR DE PÂTE												
CAULIFLOWERS												
CELERY												
CHERRIES												
COURGETTE												
CUCUMBER												
EGGS												
KALE												
LETTUCE, COS												
LETTUCE, CURLY												
LETTUCE, ICEBERG												
MARROW												
PEAS												
PLUMS												
POTATOES, MARROWFLOPP												
RASPBERRIES												
RHUBARB												
SPINACH												
STRAWBERRIES												
SQUASH												
SWEETCORN												

FOR TIPS, RECIPES AND MORE VISIT EATSEASONABLY.CO.UK

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TO KEEP FRUIT, VEGETABLES AND SEASONALLY AVAILABLE IN THE SHOP, VISIT EATSEASONABLY.CO.UK FOR TIPS, RECIPES AND MORE VISIT EATSEASONABLY.CO.UK

FLEXITARIAN RECIPES

Here are some recipes which incorporate flexitarian ideas. In some places, we've provided a rough calculation of the environmental benefits of choosing that option.

You can use the **carbon cost of some common ingredients** in the recipes section above (page 13) to help judge the carbon impact too. We hope they are useful and inspire you to try others and promote your own recipes and menus.

Some quickies:

- ❖ **Baked beans on toast** Use organic beans and wholemeal bread if possible. Serve with some salad (lettuce and cucumber on the side).
- ❖ **Hummus on bread** with cucumber or tomato.
- ❖ **Baked potato with baked beans** and a sprinkling of cheese served with salad.
- ❖ **Organic free range egg on toast** served with some tomato / lettuce
- ❖ **Vegetable omelet / frittata***
 - Whisk 2 eggs and season with pepper.
 - Fry some vegetables in a pan (mushrooms, onions, peppers and sweetcorn).
 - Add the egg and cook for 3–5 minutes.
 - Sprinkle with grated cheese and put under the grill until the cheese has melted
- ❖ **Vegetable soup***
 - Chop leftover vegetables into chunks and place in a saucepan.
 - Cover the vegetables with water
 - Add a stock cube and some dried herbs.
 - Simmer for 15–25 minutes until the vegetables are soft.
 - If you prefer your soup smooth, then blend after cooking

*From Shelter's '*Healthy Eating on a Budget*' publication⁵ For more recipes on a budget, check out www.agirlcalledjack.com

Curried Squash Lentil Soup

From BBC Good Food⁶

Serves: 6. Prep: 10 mins. Cooking: 25 mins.

Ingredients

- ❖ 1 tbsp. olive oil
- ❖ 1 butternut squash, peeled, deseeded and diced
- ❖ 200g carrots, diced
- ❖ 1 tbsp. curry powder containing turmeric
- ❖ 100g red lentils
- ❖ 700ml vegetable stock



⁵ Shelter, '*Healthy Eating on a Budget*', (http://england.shelter.org.uk/_data/assets/pdf_file/0003/328323/Healthy_eating_on_a_budget.pdf).

⁶ Barney Desmazery, *Curried squash, lentil & coconut soup* (BBC Good Food, 2012) <http://www.bbcgoodfood.com/recipes/1974663/curried-squash-lentil-and-coconut-soup>, last accessed 25 November 2013.

- ❖ 1 can reduced-fat coconut milk
- ❖ coriander and naan bread, to serve

Method

1. Heat the oil in a large saucepan, add the squash and carrots, sizzle for 1 min, then stir in the curry powder and cook for 1 min more.
2. Tip in the lentils, the vegetable stock and coconut milk and give everything a good stir.
3. Bring to the boil, then turn the heat down and simmer for 15-18 mins until everything is tender.
4. Using a hand blender or in a food processor, blitz until as smooth as you like. Season and serve scattered with roughly chopped coriander and some naan bread alongside.

More Veg, Less Meat Bolognese

From BBC Good Food⁷

Serves: 4. Prep time: 20 min. Cooking: 40 mins.

Ingredients

- ❖ 2 tbsp. of olive oil
- ❖ 2 onions, finely chopped
- ❖ 3 carrots, finely chopped
- ❖ 4 celery sticks, finely chopped
- ❖ 2 courgettes, cut into small cubes
- ❖ 4 garlic cloves, finely chopped
- ❖ 250g pack beef mince
- ❖ 1 heaped tbsp. of tomato puree +400g can of chopped tomatoes
- ❖ 400g of pasta
- ❖ 200g of peas, frozen or fresh



Method

1. Heat the oil in large deep frying pan. Add the onions, carrots, celery, courgettes and garlic.
2. Cook for about 10 minutes or until soft, adding a few splashes of water if the mixture begins to stick.
3. Turn up the heat and add the mince. Fry for a few minutes more, breaking up the mince with the back of a spoon.
4. Stir in tomato purée, pour over the chopped tomatoes and add a can of water. Simmer for 15 minutes until the sauce is thick, then season.
5. Meanwhile, cook the pasta following pack instructions.
6. Tip the peas into the sauce and simmer for 2 minutes more until tender.
7. Stir through the drained pasta then serve.

Reducing beef from 1kg to 250g saves as much climate changing gases as are caused by driving 55 km in a car

⁷ BBC Good Food, 'More veg, less meat summer Bolognese', (BBC Good Food, 2012), <http://www.bbcgoodfood.com/recipes/2320653/more-veg-less-meat-summer-bolognese>, last accessed 25 November 2013.

Winter Warming Barley and Beef Stew

by Daniel Kieve

Serves: 4. Prep: 15-20 mins. Cook: About 1 hour.

Ingredients

- ❖ 100g dried barley, rinsed well.
- ❖ 175 g quality steak, sliced into thin (1 cm wide) strips
- ❖ 300g potatoes (about 6 small potatoes) scrubbed and quartered
- ❖ button mushrooms (about 150g) 1 litre water
- ❖ 2 organic beef stock cubes
- ❖ 80g celery (2 sticks)
- ❖ 100g green peas or green beans
- ❖ 200g leeks (1 leek)
- ❖ 400g mixture of squash, swede and carrot (whichever seasonal).
- ❖ Herbs: 2 tsp. mixed dried herbs, 2 bay leaves + 2 tsp. cumin seeds, 2 tbsp. finely rosemary.
- ❖ 1 onion
- ❖ 4 cloves of garlic, sliced.
- ❖ Cooking fat: 2 tbsp. olive oil
- ❖ Handful of fresh parsley (optional garnish)



Method

1. In a large saucepan / cooking pot add 600ml water to the barley. Bring to the boil, and then reduce the heat until very gently simmering. Cook barley for 20 minutes. Then add the potato.
2. Put the olive oil in a small frying pan, and then fry the onion and 2 cloves of garlic until the onion start to brown (takes around 5 minutes).
3. Add the strips of beef and fry for 3 minutes, turning frequently.
4. Transfer the fried onion, garlic and beef, the oil from the frying pan and the rest of the ingredients (apart from the fresh parsley) to the pot with the barley and water.
5. Crumble and dissolve the stock cubes in the remaining 400ml water and add to the pot. Bring to the boil and simmer stew for 30 minutes or until the barley and beef are tender.

Replacing 800g of (British) beef with 175g of British beef + 100g dried barley reduces the same amount of climate changing gases as are caused by running a fridge for a whole year.

Stir-Fry

adapted from Earth Easy low meat stir-fries⁸ and BBC Good Food Beef stir-fry⁹

Serves: 4. **Prep:** Less than 30 mins. **Cooking:** 10-30 mins.

Ingredients

Stir-fry

- ❖ 200g meat of your choice - boneless free range chicken breasts,/organic pork tenderloin /beef sirloin
- ❖ 1 onion,
- ❖ 150g mushrooms, sliced
- ❖ 2 tbsps. non-GM cooking oil – groundnut /olive/ rapeseed
- ❖ 3 tbsps. spring onions, finely chopped
- ❖ 4 garlic cloves, coarsely chopped
- ❖ 1 tbsp. ginger, finely chopped
- ❖ 200g organic tofu, thinly sliced
- ❖ 400g colourful mixture of fresh veg, thinly sliced, including for example broccoli, green beans, carrot, swiss chard / red or green bell pepper.

Sauce

- ❖ 2 tbsps. non GM soy sauce
- ❖ 4 tbsps. water
- ❖ 1 tsp. cornflour
- ❖ 2 tbsps. dry sherry (optional)
- ❖ 1 tsp. brown sugar / honey (optional)
- ❖ 1/2 tsp. chilli powder

Method

1. Stir all the sauce ingredients together and let stand while preparing the stir-fry.
2. For easy slicing, firm meat slightly by placing in freezer for 30 minutes. Slice meat thinly into 1/4' wide strips.
3. Cook rice according to individual instructions. For instance, Basmati rice takes about 15 mins to cook, while brown rice takes up to 45 mins.
4. Heat oil in a wok or large frying pan over med-high heat. Add meat and stir-fry until lightly browned, about 3 minutes.
5. Stir sauce and add to wok along with vegetables. Stir-fry until vegetables are hot but still crisp, about 5 - 8 minutes. Cover pan between stirrings to steam the vegetables.
6. Serve over rice.

Replacing 450g of (British) beef with 200g pork + 200g tofu + 150g mushroom reduces the amount of climate changing gases as are caused by leaving a television switched on for 395 hours.



⁸ EarthEasy, 'Simplest Stir-fries', http://eartheasy.com/eat_low_meat_alt.htm, last accessed 25 November 2013.

⁹ Ken Hom, 'Beef stir-fry', (BBC Good Food), http://www.bbc.co.uk/food/recipes/stirfriedbeefwithoni_83781, last accessed 25 November 2013.

Chicken Curry with Cauliflower and Chickpeas

by Daniel Kieve

Serves: 4. Prep: 20 mins. Cook: 30 mins.

Ingredients

- ❖ 2 tbsps. sustainably sourced cooking oil
- ❖ 9 ounces (around 250grams) boneless, skinless chicken breast or thighs, cut into chunks
- ❖ 1 can (410g) chickpeas (drained and rinsed) (240g drained weight)
- ❖ ½ large cauliflower (about 700 grams), cut into small florets
- ❖ 1 onion, sliced
- ❖ 4 garlic cloves, crushed
- ❖ 3 cm (1 tbsp.) fresh root ginger (peeled and shredded)
- ❖ ½ - 1 red chilli (seeded and finely diced)
- ❖ 2 tablespoons curry powder (medium)
- ❖ 2 teaspoons paprika
- ❖ 1 organic chicken / veggie stock cube
- ❖ 380 ml boiling water
- ❖ 1 small can (160ml) of coconut cream
- ❖ 20 grams fresh coriander



Method

1. Heat the oil in a heavy-based frying pan. Gently fry the onion together with the chilli/ garlic and ginger mixture in a large frying pan until onion starts to become transparent (3-4 minutes). Add the curry powder and paprika, stirring quickly into the oil until it becomes a paste.
2. Add the chicken and cauliflower, coating evenly in the spices until a golden colour throughout and cook for another 3 minutes.
3. Transfer all the ingredients from the frying pan to a saucepan.
4. Mix the stock cube into the boiling water and pour over the ingredients.
5. Add the coconut cream, chickpeas and half the coriander. Stir then bring back to the boil.
6. Simmer on a medium heat for about 15- 20 minutes, until the chicken is tender, stirring occasionally to ensure even cooking of ingredients. Stir in the remaining coriander, heat through then divide between four bowls. Season and serve with basmati rice, naan bread or poppadum.

Replacing 800g chicken with 250g chicken + 240g of tinned chickpeas saves greenhouse gas (GHG) emissions equal to making more than 580 cups of tea.

NB All greenhouse gas emissions savings comparisons were made using the online comparison tool available at www.carbon.to published by Centre for Sustainable Communications at KTH, Stockholm, Sweden.

This is used to give a rough guide only, as this online tool was developed for use in Sweden where the carbon intensity of the electricity supply would differ from the current UK energy mix, where coal power is a significant source. Other values may also vary considerably from those used in the examples.

EVENTS AND FESTIVAL ORGANISERS:

A quick guide to delivering sustainable diets at festivals

“We can use festivals to help educate and increase sustainable practices.” -
Helen Starr-Kedde, Environmental Coordinator, Waveform Festival.

Why food matters

Food is an important part of the sustainability story. The way we grow and eat food massively affects land, water and energy use, our health, and can harm or help wildlife. Working to build new and more sustainable food choices at festivals can help drive change and create new awareness.

As a festival or event organiser you have the opportunity to influence the way your suppliers, traders and guests experience food and learn about food choices at your event. This can enhance your green credentials, help you as a business that caters for increasing demand for better food (see box), and benefit the relationships with the people and environment around you. There are many guides and useful sources of information at the end of this section. In particular *The Good Food Guide for Festival and Street-food Caters* is a hugely comprehensive and valuable guide.

Why make changes now?

More sustainable practices are likely to become government policy, and can save you money. So why not begin making gradual changes now to show your stakeholders that you plan to be here in the future. It will make things easier later on and can help gain great customer loyalty.

These pages are about food but of course there are also many other ways in which festivals can go green such as in transport, reducing waste, and energy use (see below - Going Solar).

Going Solar

Powering a festival using solar energy and taking environmentally friendly transport can make a huge difference. The Croissant Neuf Summer Party's recent Environmental Audit, showed that by attending the 2,000 capacity festival, the audience emits 50% less greenhouse gasses than if they stayed at home.

Punter Poll of Festival goers by Ethical Eats at Sustain¹

- 72% think festival organisers should ban the sale of fish and seafood from overfished stocks, or caught in environmentally damaging ways.
- 83% would choose free range eggs to eat if given a choice.
- Nearly 80% would prefer to eat meat raised to higher animal welfare standards
- Over 90% said they would separate their waste if facilities were provided.

1. Promoting local food and drink

Setting up delivery options with local providers helps to build good links with local businesses and promote your business. Plus it establishes long term, beneficial two-way relationships with local communities.

You can start to set up deliveries from local suppliers to site where traders can order great-value, bulk-order prices on vegetables and groceries. This means work to establish positive local relationships but will provide you and festival goers with more sustainable produce. It can help to cut your carbon footprint and transport costs too. Festival goers will respond well to seeing local and sustainable suppliers promoted at festivals.

2. Making the transition

There are plenty of success stories. Festival Republic, which runs Reading, Latitude and Leeds festivals have a sustainability policy encouraging better waste management methods such as composting, and encouraging the use of organic and local fresh produce, amongst other things.

In 2007 Festival Republic made a great move by implementing a zero tolerance approach to disposable plastic food packaging sold by food traders at their festivals, which helped to considerably reduce the amount of plastic materials sent to landfill.



“It was a challenging measure as seven years ago compostable packaging wasn’t the norm, but this generated a new demand that surely boosted the production of these products and therefore helped reduce the price, to the point that compostable packaging is now as cost effective as the plastic based options. We also encourage our food traders and caterers to buy their supplies from local producers, to opt for organic food whenever possible and we stock our markets onsite with groceries from local suppliers...”

A diverse food offering is part of Festival Republic’s philosophy; our festival goers will always be able to find a meal to suit their dietary requirements at our festivals.”

– Melvin Benn, Managing Director of Festival Republic



Even Oktoberfest – a festival with passionate meat (and beer) lovers - have started catering for vegans. So, it can be done.

3. Working with Caterers

You can ask your caterers to audit their ingredients against a check list, such as the one at www.foodlegacy.org as a first step on your sustainable food journey. Some key issues:

- ❖ It’s good to promote **local, seasonal, organic, less meaty** options – as part of a sustainable diet.
- ❖ Promoting delicious **reduced meat, and vegetarian options**. Specify sustainably sourced-fish.
- ❖ The **money saved** on animal products can be used to buy better quality meat and dairy ingredients from artisan producers and from farming that promotes high animal welfare and environmental protection.
- ❖ Try to have a **conversation** with existing suppliers and caterers, encouraging them to incorporate a more sustainable approach.
- ❖ By helping suppliers work together to co-ordinate **transport** you can save fuel and money.
- ❖ Talk to stallholders about improving **packaging** (compostable, biodegradable, recycled, recyclable). You could provide on-site, wholesaler sustainable packaging.
- ❖ And you should work to ensure you can minimise food waste (see below)

Look out for caterers carrying accreditation labels such as:



4. Managing waste

There are costs to sorting waste and keeping it from landfill but there is also huge potential to change the impact of your event, and your image as a leader in the field. Use the power of

planning and aim for the following hierarchy – with preventing waste coming first: **The food waste hierarchy:**

- ↑ **Prevent** food waste first
- ↑ **Reduce** the levels of food waste through raising awareness, providing tips
- ↑ **Recycle:** ensure all packaging can be recycled or composted.
- ↑ **Recover** waste for use as animal feed, or make some anaerobic fuel.
- ↑ **Dispose** of your food waste properly. Try coding your bins to help.

Useful help on wider waste issues

- ❖ WRAP is a government-funded group to find solutions to waste problems. Visit their website <http://www.wrap.org.uk/content/solutions-common-problems-when-collecting-glass-commercial-premises> to use their free online tool and they will work with you to find the best solutions to your needs.
- ❖ Food Waste Network which is a free service helping organisers to find their ideal waste and recycling service for their food waste <http://www.foodwastenetwork.org.uk/>
- ❖ Organise a collection from Fareshare (<http://www.fareshare.org.uk/>) or Foodcycle (<http://foodcycle.org.uk/>) to collect surplus food that would otherwise go to waste.

5. Useful Links for events

- **The Good Food Guide for Festival and Street-food Caterers** has loads of great ideas and tips and resources. This is particularly useful for stall holders as well as festival and event organisers. http://www.agreenerfestival.com/wp-content/uploads/pdfs/GOOD_FOOD_stallholder_guide.pdf
- **Julie's Bicycle** -a not for profit organisation making sustainability intrinsic to the business, art and ethics of creative industries. Calculate your environmental impact using their *Industry Green* tools. www.juliesbicycle.com
- **A Greener Festival** website is a good source of ideas, information and resources. They are 'a not-for-profit company committed to helping music and arts events and festivals around the world adopt environmentally efficient practices www.agreenerfestival.com/food-and-water
- **The Sustainable Restaurant Association** have a directory of over 140 suppliers who are making efforts towards sustainable practice. www.thesra.org/suppliers/suppliers-directory
- An online training course produced by **NCASS and the Sustainable Restaurant Association** - Ideal for any caterer wishing to understand more about sustainability within the industry. www.ncasstraining.co.uk/home/sra_sustainability_training.aspx
- Online tool from **Waste Reduction and Prevention**, to help you make an Event Resource Management Plan. www.wrap.org.uk/content/sustainable-event-management
- **The Independent Street Arts Network's** environmental sustainability toolkit. www.isanuk.org

THE FOOD PLEDGE

Friends of the Earth is encouraging everyone to adopt a more sustainable diet - one that benefits our health and that of the planet. This can only be achieved if we work together. By pledging to make a change, you can help make this a reality.

Below are ideas that we suggest, but if you don't think the ones we've suggested are suited to you, do make your own. You should make a pledge that is realistic for you. You could also copy this and ask others to make the food pledge too!

Write your pledge out and stick it somewhere you will see daily.

Ideas for what to put in your pledge

- **Go flexitarian** – you don't have to give up meat completely, but try to reduce your consumption e.g. to two/three portions per week (or more/less depending on how much you currently eat). When eating meat, eat less but better quality meat (unprocessed, organic, pasture fed, local)- you could eat meat only in the evening, or just at weekends..
- Eat more plant based meals.
- Eat fresh, **local** produce – discover your local farmer's market or try growing your own.
- Eat seasonal foods
- Try to eat more organic produce.
- Waste less food.
- Only buy what you need or buy in bulk and freeze the excess.
- Take the time to **learn more about the issues** covered in this pack.
- If you are already making the transition, why not **get those around you involved**.

..... ✂

The Food Pledge - By making this pledge, I promise to take the below steps to make my diet more sustainable for the good of my health and that of the planet.

I, _____

Pledge to

- ❖
- ❖
- ❖
- ❖

Signature: _____

Date: _____

We'd love to hear how you get on at www.foe.co.uk/campaignhubs/lufws

A Bit of Background on Nutrition

Healthy Eating

Having a healthy and **BALANCED** diet is important but getting it right can be tricky. To get all of the nutrients and fibre your body needs, you need to eat a range of foods. Generally speaking a healthier diet is better for the planet too.

The five main food groups are:

- ❖ Starchy foods such as bread, pasta, rice and potatoes
- ❖ Fruit and vegetables
- ❖ Dairy foods like milk, cheese and yoghurt
- ❖ Meat, fish and non-dairy sources of protein like beans, and eggs
- ❖ Foods high in fat or sugar

Eating the right balance of foods from these groups ensures your body gets all it needs to stay healthy¹⁰.

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.



The Eatwell Plate shows the proportions you should eat to enjoy a balanced and healthy diet¹¹. This includes everything you eat during the day, including snacks and drinks. Having a healthier diet does not mean giving up the less healthy foods and/or meat completely (although this would be great), you simply need to adjust the amount you eat in comparison to the healthier foods in your diet. Every time you make a lower meat/healthier choice, it makes a difference. Generally speaking to improve your diet you should:

Eat more

- fruit and vegetables,

¹⁰ British United Provident Association (BUPA), 'Healthy Eating' <http://www.bupa.co.uk/individuals/health-information/directory/h/healthy-eating#textBlock249748> (last accessed 14 November 2014)

¹¹ BUPA See above

- foods high in fibre, such as wholemeal and wholegrain bread, beans, pulses and potatoes with the skins on,
- low-fat dairy products, such as semi-skimmed milk, low-fat cheese and yoghurt,
- starchy foods, such as wholemeal rice, pasta and bread.

Eat less

- foods high in salt, such as crisps,
- processed foods like ready meals,
- sugary foods and drinks such as fizzy drinks, sweets and biscuits,
- high-fat foods such as cream, butter and cakes¹²
- processed meats such as sausages and burgers (replace with lean meat, with the skin and fat removed).

In the West we eat more meat than is necessary for a balanced diet. This can be detrimental to our health as there's a proven link between high meat diets and a higher incidence of bowel cancer and heart disease¹³. There's also some evidence of a link between high meat diets and other cancers, diabetes and obesity¹⁴.

It's worth noting that the impact of meat consumption on health varies depending on the individual and factors such as whether it's processed and the animal feed. However, as a result of modern farming methods the nutritional value of some meat has decreased. For example, a standard supermarket chicken now contains significantly less protein and more than twice as much fat as in 1970¹⁵.

A shift to small amounts of better-quality fresh lean meat combined with a diet high in fresh fruits and vegetables, whole grains and pulses can help to achieve a healthy and balanced diet.

Healthy Eating on a Budget

Eating healthily doesn't have to hurt your bank account. All that is required are some changes to our lifestyles. We have provided some tips below.

The British Heart Foundation recommends buying frozen fruit and veg¹⁶, which provide the same essential nutrients and health benefits as buying them fresh¹⁷. If you prefer fresh, then buy in season and locally.

Tinned oily fish is cheaper than fresh, and still contains healthy omega 3 fats - opt for the ones with spring water as they have less salt¹⁴. Get canned tomatoes, beans and dried pulses¹⁸. Also, making your own lunch will reduce costs and help you be more in control of what you eat. Remember to keep waste at a minimum by saving leftovers and using overripe fruit for smoothies. Another great tip is to have oats for breakfast which are cheaper and healthier than

¹² BUPA See above

¹³ Friends of the Earth, *'Healthy Planet: How lower meat diets can save lives and the planet'*, Published October 2010 http://www.foe.co.uk/resource/reports/healthy_planet_eating.pdf (last accessed on 14 November 2013) at page 6.

¹⁴ FoE 2010, op cit page 7

¹⁵ FoE 2010, op cit at page 3

¹⁶ British Heart foundation, *'Eating healthy on a budget'*, last accessed on 14 November 2013, <http://www.bhf.org.uk/heart-health/prevention/healthy-eating/healthy-eating-on-a-budget.aspx>

¹⁷ Stapleton, *'Fresh, Canned or Frozen'*, last accessed on 14 November 2013, <http://www.stapleton-spence.com/nutrition/fresh-frozen-or-canned/>

cereals¹⁴. Eating more veggies will also reduce the financial strain as they are cheaper than meat¹⁴. And if you have the time and space, why not grow your own¹⁹.

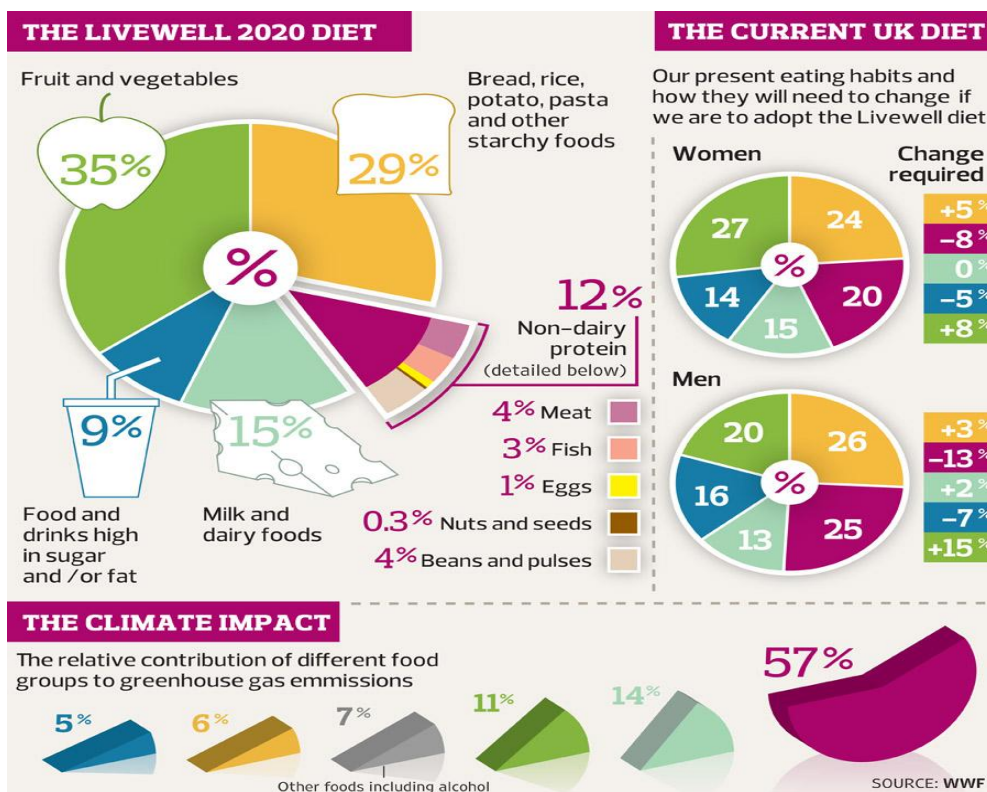
Finally, planning your meals in advance will help you reduce costs and vary your diet²⁰. See Shelter's 'Healthy eating on a budget' tips for a weekly meal plan template²¹.

Healthy Eating with Your Family

Having a family influences the food choices we make. But it is very important to encourage healthy eating, especially in babies and young children who need nutrient-rich diets to aid with their growth. On top of what has been said above, you should take extra care to ensure that salt and seasoning are kept to a minimum. Add more only after you've dished out the food for your children²². Also, starchy and other root vegetables make great first foods, but remember to mash them thoroughly.

The Livewell diet compared to what we eat and the Eatwell plate

The WWF livewell diet looks at the current 'normal' UK diet against government recommendations with respect to fat, protein, fruit and vegetable intakes, and so forth (the Eatwell plate above) but which is also 25% lower in embedded GHG emissions than the norm today (a 2020 target). The researchers doing the analysis found that it is possible to have a diet 25% lower in GHGs than today, that meets nutritional recommendations and it looks pretty normal too.



¹⁹ Shelter, 'Healthy Eating on a Budget',

http://england.shelter.org.uk/data/assets/pdf/file/0003/328323/Healthy_eating_on_a_budget.pdf (last accessed on 14 November 2013)

²⁰ Shelter op cit page 3

²¹ Shelter op cit page 5

²² First Steps Nutrition, 'Making the Most of a Healthy Start: the Practical Guide',

http://www.firststepsnutrition.org/pdfs/Making_the_most_of_Healthy_Start.pdf

BRIEFING ON SUSTAINABLE DIETS

December 2013

SUMMARY

Friends of the Earth is encouraging everyone to eat a diet that is better for you and the environment.

What is the challenge?

In the last 50 years diets have changed considerably as we have seen an increased demand for meat and processed foods. This trend reflects a number of factors including growth in population and affluence in parts of the world.

This has meant that the amount of food we produce, consume and waste is at an all-time high and has led to stark realities such as the fact that 75 per cent of agricultural land is used to raise animals for food.

Another issue is that agriculture is the biggest user of land and fresh water globally, and it makes significant contributions to greenhouse gas emissions, water pollution as well as being one of the main drivers of land-use change. These changes create serious consequences for our health, the environment and food security.

The food industry must change, but political and public action is also needed because diets impact societal issues such as the economy, health, biodiversity, resource use, food security and the climate. The lack of political leadership so far has meant that the food industry is generally unwilling to engage in discussions or take action on sustainable diets. It has also meant that the public have insufficient guidance on what to eat.

The solution

A significant way to change this issue is for affluent societies to shift towards a more sustainable diet by reducing the amount of meat, dairy and junk food that we eat. We must consume more sustainably produced food, reduce our food waste and ensure that everyone has access to a healthy and sustainable diet.

This pack looks at what a sustainable diet could be, with a strong focus on reduction of meat consumption, and the benefits of such a shift. There are also tips on how this can be achieved.

What is a sustainable diet?

The Food and Agriculture Organisation of the United Nations (FAO) defines sustainable diets as:

“...diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically

*fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources.*²³

What could your sustainable diet look like? Ideally it would include the following:

- ❖ **Eat more plants** – enjoy more fruit and vegetables.
- ❖ If you eat **meat and dairy – eat less but better**. Meat – red or white, should be a tasty complement to a fresh meal rather than the centre piece.
- ❖ **Waste less** food – up to 30 per cent of the food we buy is thrown away.
- ❖ **Eat more fresh food**, and reduce processed food which tends to be more resource intensive to produce and often contains high levels of sugar, fat and salt.
- ❖ **Eat food** you can be sure of, such as goods **that meet a credible certified standard** – like MSC (Marine Stewardship Council certified label) fish or organic meat and eggs, or produce direct from suppliers like local farmers.

Why meat matters?

Our work and the work of many other NGOs including the Eating Better alliance, focuses on meat consumption as a key but often neglected part of the debate.²⁴ Several NGOs have published reports on the importance of reducing meat and dairy consumption. Oxfam suggests that a diet with less meat is essential to tackle climate change and help ensure that there is a fair and equitable distribution of food and access to water.²⁵ WWF in the *Livewell Plate* recommend that the average diet should contain no more than 12 per cent meat and fish, and 15 per cent dairy, emphasising that these changes will help us meet our dietary and climate change targets.²⁶

The Sustainable Consumption Institute also found that it is only by radically reducing our meat consumption (along with other measures) that we have a chance of keeping global temperature rises below two degrees.²⁷ While The Stockholm International Water Institute concluded that without reduced meat consumption there will not be enough water to produce the required amount of food in the future.²⁸

Meat and health

Meat and dairy produce provide valuable nutrients such as protein and iron but the health impacts of over consumption are well documented.²⁹ Excessive amounts of meat and dairy, especially if processed, put people at greater risk of chronic diseases such as coronary heart disease and some cancers.³⁰ The World Cancer Research Fund (WCRF) recommends that people eat no more than 500g of red meat per week and little processed meat to significantly reduce the risk of cancer.³¹

²³ FAO, Sustainable Diets and Biodiversity Directions and Solutions for Policy, Research and Action (2012).

www.fao.org/docrep/016/i3004e/i3004e.pdf

²⁴ Eating Better is a broad alliance working together to help people move towards eating less meat and more food that's better for us and the planet, as part of the vital task of creating sustainable food and farming systems. www.eating-better.org/about.html

²⁵ The Food Transformation (2012), op. cit. cit.

²⁶ Livewell: A balance of healthy and sustainable food choices, WWF (2011).

http://assets.wwf.org.uk/downloads/livewell_report_jan11.pdf

²⁷ What's Cooking? the UK's potential food crisis, University of Manchester Sustainable Consumption Institute (4 Jul 2012).

www.sci.manchester.ac.uk/news/whatacirs-cooking-acirc-the-ukacircs-potential-food-crisis

²⁸ Feeding a Thirsty World: Challenges and Opportunities for a Water and Food Secure Future, Stockholm International Water Institute (2012). www.siwi.org/documents/Resources/Reports/Feeding_a_thirsty_world_2012worldwaterweek_report_31.pdf

²⁹ McMichael et al, Food, livestock production, energy, climate change, and health, *The Lancet* 370:1253 (2007).

<http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2807%2961256-2/abstract>

³⁰ For a summary of evidence, see Healthy Planet Eating: How lower meat diets can save lives and the planet, Friends of the Earth with modelling by Oxford University Heart Promotion Group (2010). www.foe.co.uk/resource/reports/healthy_planet_eating.pdf

³¹ Red and processed meats and cancer prevention, World Cancer Research Fund (accessed Nov 2013). www.wcrf-uk.org/cancer_prevention/recommendations/meat_and_cancer.php

Reducing the amount of meat we eat has other benefits too. Modelling suggests that eating meat no more than three times a week would save 45,000 lives a year (from cancer, heart disease and strokes) and save the NHS £1.2bn a year³². It would also help to tackle growing health issues such as obesity, which is a risk of a high meat-fat and sugary diet. Obesity levels are increasing across the globe as developing nations add more meat and fast food to their diets.³³

When eating meat, remember to eat less but better quality meat. This is because farming methods can affect the nutrients in meat and dairy products. For example, pasture-reared beef has been found to contain less fat and to have a higher proportion of beneficial/healthy omega-3 fatty acids compared to intensively reared beef.³⁴

Sustainable diets and food security

Meat is a resource-intensive food, requiring vast amounts of land and water to produce it. This has created a global food system which is unfair as it favours the more affluent countries. A sustainable diet would allow for a fairer distribution of food and encourage nutritious diets for people in developing countries.³⁵ This would be possible because reduced demand for meat from affluent societies would free up resources and allow for some increases in developing regions where under-nutrition is a lead cause of poor health.³⁶

Growing crops for direct human consumption could increase available food calories by as much as 70 per cent – feeding an additional four billion people, more than the projected two to three billion people we may get through population growth.³⁷ Water is also a key resource to protect. By swapping just one meal of beef to beans, we could save around 6,000 litres of water.³⁸

Other changes would be needed to deliver food security for all, including ending food crops for biofuel use - calories used to make biofuels quadrupled to four per cent of human edible calories from 2000 to 2010³⁹, and addressing food waste. It is estimated that 15 million tonnes of food is wasted in the UK every year. This is enough to fill Wembley Stadium 13 times over.⁴⁰

Meat and climate change

Globally, livestock production accounts for at least 14.5 per cent of human-induced greenhouse gas (GHG) emissions⁴¹. Part of this is attributed to land use change, including land and forest clearance for farming, and the emissions from livestock digestion, which includes the production of feed-crops such as fertiliser use and gases released by livestock waste.⁴² If the current demand trends continue, it is predicted that the global meat and dairy production will double before 2050.⁴³

³² Healthy Planet Eating. Friends of the Earth (2010), op. cit.

³³ Away from the famines, Africa confronts a new killer: obesity, The Independent (9 Aug 2012).

www.independent.co.uk/news/world/africa/away-from-the-famines-africa-confronts-a-new-killer-obesity-8022726.html

³⁴ Dhiman et al, Factors affecting conjugated linoleic acid content in milk and meat, Crit Rev Food Sci Nutri, 45:463 (2005).

www.tandfonline.com/doi/full/10.1080/10408390591034463

³⁵ Eating the Planet?: How we can feed the world without trashing it, Friends of the Earth and CIWF (2009).

www.foe.co.uk/resource/briefings/eating_planet_briefing.pdf

³⁶ Nellemann et al (eds), The environmental food crisis. The environment's role in averting future food crises. A UNEP rapid response assessment. United Nations Environment Programme (2009). www.grida.no/files/publications/FoodCrisis_lores.pdf

³⁷ Cassidy et al, Redefining agricultural yields: from tonnes to people nourished per hectare, Environ. Res. Lett. 8 034015 (2013).

iopscience.iop.org/1748-9326/8/3/034015/pdf/1748-9326_8_3_034015.pdf

³⁸ The Food Transformation: Harnessing Consumer Power to create a fair food future, Oxfam International (2012).

www.oxfam.org/en/grow/policy/food-transformation

³⁹ Cassidy et al (2013), op. cit. cit.

⁴⁰ Dawe, Preventing Waste from Farm to Fork in the UK, WRAP (2013). www.oecd.org/site/agrfcn/Session_2_Andy_Dawe.pdf

⁴¹ See Tackling climate change through livestock, FAO (accessed Nov 2013).

www.fao.org/ag/againfo/resources/en/publications/tackling_climate_change/index.htm

⁴² Foresight, The Future of Food and Farming: Final Project Report, Government Office for Science, London (2011).

www.bis.gov.uk/assets/foresight/docs/food-and-farming/11-546-future-of-food-and-farming-report.pdf; Reaping the benefits: science and

It is not all bad news. Livestock can play a positive climate role – permanent pasture for grazing can have the beneficial effect of storing carbon in the soil. Sheep and cattle grazed at the right stocking densities could be better for net GHG emissions than intensively-produced pigs and poultry dependent on imported soy feeds produced by clearing tropical forests and other areas rich in biodiversity.

However, it is clear that we need to reduce our meat consumption. Even the Government is encouraging this change. The UK Government's Committee on Climate Change proposes changes in consumption towards foods that involve fewer emissions (e.g. a shift in diets towards less carbon-intensive foods like meat).⁴⁴ The Overseas Development Institute – a key government think-tank recently released a series of papers on Future Diets which makes very clear the case for reducing consumption of meat and making diets overall more healthy to reduce health impacts. One exciting finding was that South Koreans ate 300% more fruit and 10% more vegetables in 2009 compared to 1980 thanks to concerted government-led campaigns. Change can happen.⁴⁵

The role of governments

The meat industry has to change its practices, but it is equally important that individuals and governments take a proactive role as well.

Some governments have taken great leads in this area. For example, Sweden was the first country to produce guidelines for a sustainable diet⁴⁶, and in 2011 the Health Council of the Netherlands produced Guidelines for a healthy diet from an ecological perspective.⁴⁷

While France's Environment and Energy Management Agency⁴⁸ and the German Council for Sustainable Development⁴⁹ also provide advice for healthy, sustainable diets.

However, progress has been slow here in the UK. DEFRA published a report '*Sustainable Consumption*' in September 2013 which proposed a set of principles for a sustainable diet. The principles included eating less meat, and enjoying more plant-based protein sources (such as peas, beans, nuts) and other vegetables.⁵⁰ Although the report is a useful step towards sustainable diets, it needs to become Government policy and drive new measures and guidance.

the sustainable intensification of global agriculture, Royal Society (2009).

royalsociety.org/uploadedFiles/Royal_Society_Content/policy/publications/2009/4294967719.pdf

⁴³ Livestock's Long Shadow, FAO (2006). www.fao.org/docrep/010/a0701e/a0701e00.HTM

⁴⁴ Meeting Carbon Budgets – ensuring a low-carbon recovery, Committee on Climate Change downloads.theccc.org.uk/0610/pr_meeting_carbon_budgets_chapter5_opportunities_reducing_emissions_agriculture.pdf

⁴⁵ <http://www.odi.org.uk/future-diets>

⁴⁶ The National Food Administration's environmentally effective food choices: Proposal notified to the EU, National Food Administration (2009). www.slv.se/upload/dokument/miljo/environmentally_effective_food_choices_proposal_eu_2009.pdf

⁴⁷ Guidelines for a healthy diet: the ecological perspective, Health Council of the Netherlands (2011).

www.gr.nl/sites/default/files/201108E.pdf

⁴⁸ Espace Éco-citoyens, Agence de l'Environnement et de la Maîtrise de l'Énergie (Accessed Nov 2013). ecocitoyens.ademe.fr/mes-achats/bien-acheter/alimentation

⁴⁹ The Sustainable Shopping Basket: A guide to better shopping, German Council for Sustainable Development (2013).

www.nachhaltigkeitsrat.de/uploads/media/Brochure_Sustainable_Shopping_Basket_01.pdf

⁵⁰ Sustainable consumption report: Follow-up to the Green food project, Defra (2013).

<https://www.gov.uk/government/publications/sustainable-consumption-report-follow-up-to-the-green-food-project>

The wider move towards sustainable diets- What needs to be done?

Friends of the Earth is encouraging a shift to sustainable diets to create more positive outcomes for our health, the environment, food security and the economy. To achieve this, action is needed at all levels, as well as firm commitments by governments and the food industry.

UK Government	<ul style="list-style-type: none"> ❖ Acknowledge the need for urgent action. ❖ Set guidelines, targets and policy to achieve more sustainable diets. Undertake research to identify the best mechanisms for change. ❖ Modify official guidelines on healthy eating and environmental behaviour to include the benefits of eating less meat. ❖ Introduce clear and mandatory standards to ensure that meals paid for by taxpayers in schools, hospitals, care homes, and all Government departments reflect environmental and health factors, relying on less but better meat and dairy.
UK / EU policy makers	<ul style="list-style-type: none"> ❖ Shift subsidies from factory farming to the production of better-quality meat and a healthier overall food production balance, through diverse, resilient and sustainable agriculture. ❖ Acknowledge and act on the positive role that sustainable diets can play in tackling global food and water security and environmental problems. ❖ Set targets and measures to address excessive meat and dairy consumption, ensure more equitable distribution and reduce investment in industrial livestock. ❖ Introduce labelling for grass-fed meat and dairy products. This would help people make more informed food choices and stimulate the market for these products.
Industry	<ul style="list-style-type: none"> ❖ Trial new products that have a reduced impact. ❖ Engage with customers about more sustainable diets. ❖ Support farmers that produce grass-fed meat and dairy, promoting their products.
Consumers	<ul style="list-style-type: none"> ❖ Consider what changes you can make to your and your family's food choices. ❖ Take small steps and see what works. ❖ Use the guidelines above to start to change what you buy and what you cook.

Handy links, films & books

Here are a few to help you get started! Tell us if you find more.

Websites

www.eatingbetter.org has articles and information from a range of partners working towards a fair, healthy, green future. See the list of supporting organisations for more useful sites.

www.eatseasonably.co.uk - information on what to eat and grow through the year.

<http://theflexitarian.co.uk> has the latest about flexitarianism, and plus some useful foraging tips.

www.food.gov.uk is the Food Standards Agency website.

www.goodguide.com/ can be used for tips on how to shop better! Use the app to scan barcodes and get a score based on health, environmental and social value for products before they go in the basket.

www.greeneatz.com is a thought provoking Australian site with information about the carbon footprint of food, nutrition and a great recipe for homemade savoury baked beans.

www.localfoodadvisor.com has an interactive map which you can use to find out about top local suppliers.

www.lovefoodhatewaste.com has lots of useful tips and recipes to help you make the most of your food. Get your hands on a free money-saving app (subject to availability).

www.meatfreemondays.co.uk is a great site for those wanting to subtly introduce meat free options at home. Discover recipes, wines and vegetarian restaurants.

www.parttimecarnivore.org is an online space where you can join or start a part-time carnivore (flexitarian) team in your local area.

www.peas.org is an engaging site dedicated to the humble garden pea.

www.stilltasty.com provides an excellent shelf-life guide.

www.sustainablefoodcities.org is a network of urban projects working toward sustainable food. Get involved in your local area or campaigns.

www.sustainweb.org - Sustain works with local and government institutions to campaign for a better food future. Use the available directories to shop sustainably such as the Local Food Finder www.sustainweb.org/ethicaleats/localfoodfinder/ food co-ops finder www.sustainweb.org/foodcoops/ and real bread finder www.sustainweb.org/realbread/bakery_finder/

www.sustainweb.org/londonfoodlink/ is for London dwellers - go to London Food Link if you want to eat sustainably in the capital. Those who grow on more than 1m² can join the network Capital Growth. www.sustainweb.org/jelliedeel/ is the quarterly magazine of London Food Link. The Jellied Eel is a great site to find out what's happening on the ground through farmers markets, workshops and other events, all in bite-sized pieces.

<http://tastingthefuture.ning.com> is the Collaborative Innovation for One Planet Food which is an initiative by WWF, Food Ethics Council, Food and Drink Federation and ADAS to try to build a community around food issues.

<http://urbivore.org.uk> is for urban growers.

[WWF's Livewell Plate](http://www.wwf.org.uk/livewellplate) resource includes a menu and shopping list for a family of four.

Films

For a list of films, see <http://grist.org/food/26-films-every-food-activist-must-watch/>

Robyn O'Brien's TEDx Talk *Attainable Sustainable* at

http://www.youtube.com/watch?feature=player_embedded&v=rixyrCNVVGa.

Books

The Meat Atlas-facts and figures about the animals we eat – Friends of the Earth Europe - <https://www.foeeurope.org/meat-atlas>

Rachel De Thample, '*Less Meat More Veg: the Eco-Friendly Way to Eat, with 150 inspiring recipes*' (2011, Published by Kyle Cathie Limited). How do you get six meals out of one roast chicken? This book will show you how to make the most of all your meat. Each recipe contains the recommended 50g of protein as well as half of your 5 fruit and veg a day. [\[See how Rachel makes a chicken last a week\]](#).

Frances Moore Lappe, '*Diet for a Small Planet*' (1971, Published by The Random House Publishing Group). Brush up on your knowledge of plant based proteins with this seventies classic. Michael Pollan (2006) *The Omnivore's Dilemma: A natural history of four meals*' (2006, Published by The Penguin Press). The array of food options available is confusing. Pollan presents a field-to-fork investigation of what we should eat. He looks at industrial, organic, alternative and processed food systems.

Do Buy these from The Book Depository and Friends of the Earth will receive a 5% donation with this link www.foe.co.uk/books

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