

# Eating Better: for a fair, green, healthy future

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Our Common Wealth of Food,  
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**Eating Better** is a new alliance to demonstrate that shifting diets to more plant-based eating with ‘less and better’ meat is:

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



# 43 supporting organisations and partner networks



# Why we have come together?

- **Raise awareness** of why we need to talk about a shift to more plant-based eating and less and better meat as part of healthy sustainable diets
- **Build support** to demonstrate to policy makers, businesses and others who can make a difference that the time is right to incorporate Eating Better's approach into policies and practices.
- **Stimulating long-term cultural shifts** in eating patterns. How do we make 'eating more plants & less and better meat' the norm?

# What we mean by 'less and better'

- Less (for high meat consuming countries/individuals) of all meat – red, white or processed
- Better: eg
  - Known provenance, 'local'/Scottish, quality, taste, naturally/grass-fed, produced to higher animal welfare and environmental standards, less waste/nose-to-tail eating.

# Why sustainable diets?

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



**FEEDING THE WORLD**  
**THE 9-BILLION PEOPLE QUESTION**



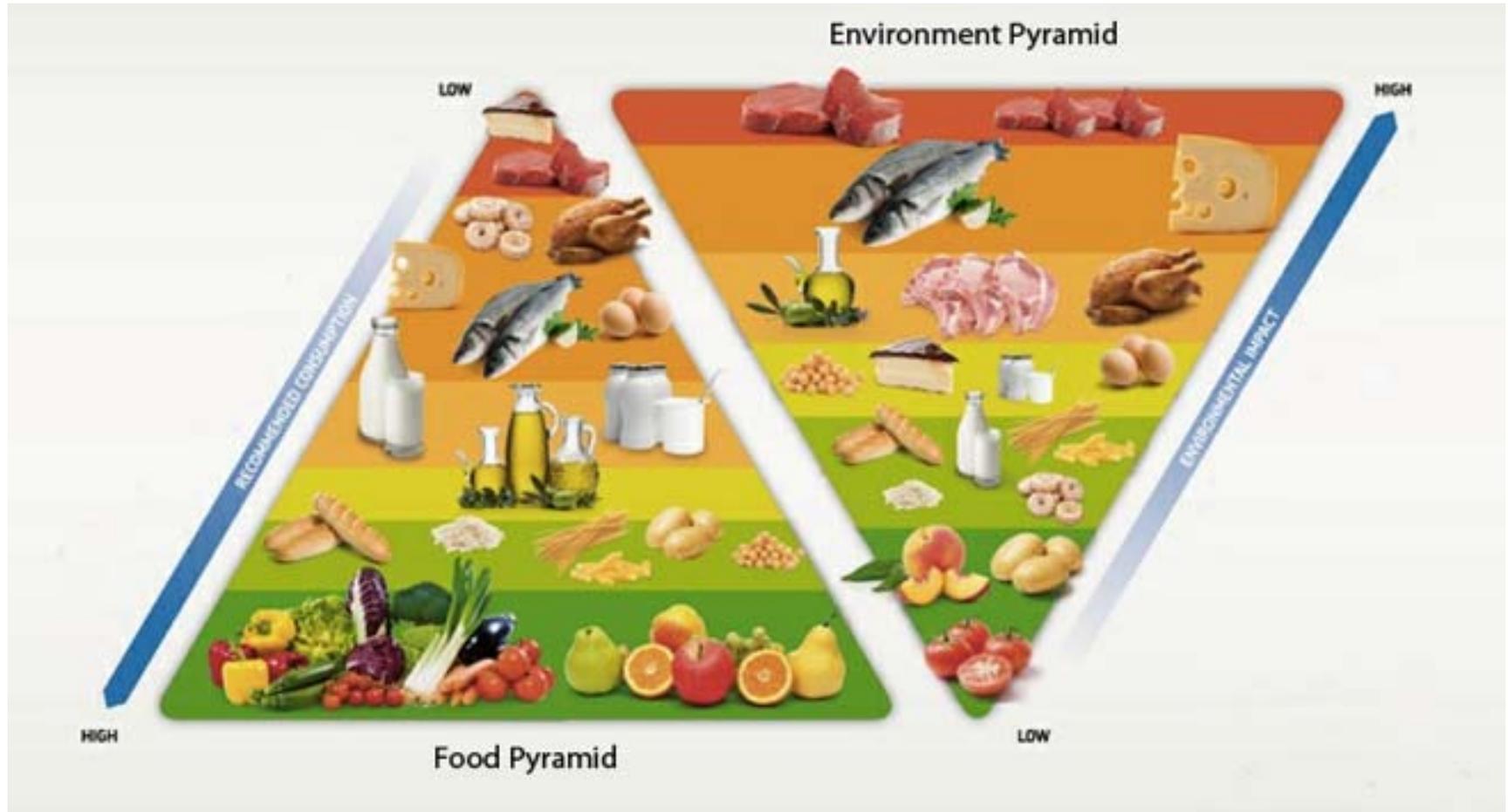


Healthy people, healthy planet.

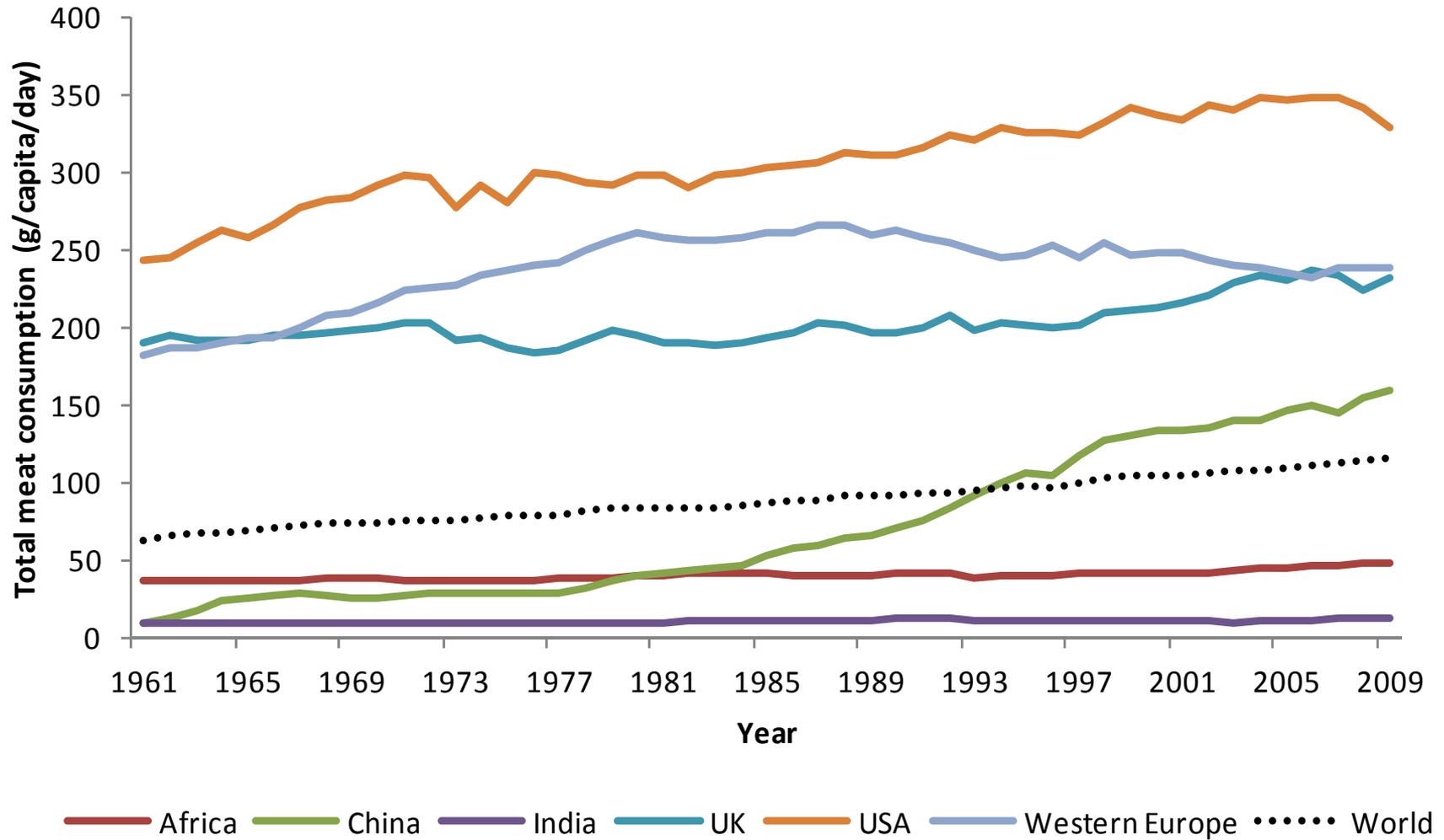
## Five simple rules can make a difference to our health and the planet

**1) Eat more plants** - enjoy fruit and veg    **2) Waste less food** - 33% of food planted worldwide is wasted    **3) Eat less meat** - Meat, be it red or white, can be a tasty complement rather than just a centre piece of a good meal    **4) Eat less processed food** - as they tend to be more resource intensive to produce and often contain high levels of sugar, fat and salt    **5) Eat certified food - buy food that meets a credible certified standard** - like MSC for fish or RSPO for palm oil or RSPCA Freedom Foods for meat and eggs.

# Barilla Institute Double Pyramid



# Meat consumption around the world



Global meat consumption has almost doubled in the last 50 years from 63g (person/day) in 1961 to 115g (person/day) in 2009 (FAOSTAT 2013).

# Why we need to talk about meat

- **UK consumption of meat is high** approximately twice the global average.
- **Health:** High levels meat (particularly red & processed meat) linked to bowel cancer, heart disease, diabetes.
- UK Gov advice is to eat no more than 70g red & processed meat a day. **6 out of 10 men and 1 in 4 women exceed this.**
- **GHG hotspot:** livestock 14.5% of global GHG emissions
- **Nature:** livestock production responsible for 30% of global biodiversity loss
- **Water, grain and land intensive:** 1/3<sup>rd</sup> of global grain harvest/97% soya used for animal feed.
- **Food security:** If we halved our meat consumption in rich world we could feed 2bn more people
- **Animal welfare:** Cheap meat = factory farms
- **Quality/traceability/safety:** horsemeat/campylobacter

*“Raising meat takes a great deal of land and water and has a substantial environmental impact. Put simply, there’s no way to produce enough meat for 9 billion people.”*

Bill Gates, the Future of Food (2013)

# How can we get there?

- **Growing public interest & awareness** in 'flexitarian' eating:
  - 1 in 3 (34%) people willing to consider eating less meat (YouGov, 2013)
  - Half willing to pay more for 'better' meat: if tastes better, healthier, produced to higher welfare standards, provides better financial returns to farmers.
- **Companies:** IKEA 'greening' its meatballs, Pizza Express/Sodexo Meat-free Monday friendly menu.
- **Public sector catering standards:**
  - **Food for Life Catering Mark:** healthy, sustainable meals at no extra cost eg Baxter Storey Gold award
  - **NHS:** eg Sussex Partnership NHS Foundation Trust: reduced meat bill by 10% & higher welfare using less used cuts of meat, cooked longer.
- **Government policies:** Need for policies that integrate health, environment & fairness & support sustainable food systems.
  - **Official healthy sustainable dietary guidelines to provide** health professionals, educators, food businesses etc with integrated advice.

# How you can make a difference



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

# Join us!

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