Sustainable Diets for the future
It's all starts with chickens
Marine species declined 39 per cent between 1970 and 2010. The period from 1970 through to the mid-1980s experienced the steepest decline, after which there was some stability, before another recent period of decline. The steepest declines can be seen in the tropics and the Southern Ocean – species in decline include marine turtles, many sharks, and large migratory seabirds like the wandering albatross.

The LPI for freshwater species shows an average decline of 76 per cent. The main threats to freshwater species are habitat loss and fragmentation, pollution and invasive species. Changes to water levels and freshwater system connectivity – for example through irrigation and hydropower dams – have a major impact on freshwater habitats.

Terrestrial species declined by 39 per cent between 1970 and 2010, a trend that shows no sign of slowing down. The loss of habitat to make way for human land use – particularly for agriculture, urban development and energy production – continues to be a major threat, compounded by hunting.
30% of global greenhouse gas emissions are from food production\(^1\)

30% of energy use is for agriculture and food production\(^1\)

70% of global freshwater is used for irrigation\(^1\)

60% of the world’s land surface is used in agriculture and food production\(^2\)
Most studies now project adverse impacts on crop yields due to climate change (3°C warmer world)

Percentage change in yields between present and 2050

-50% Change

+100% Change

Sources: http://ow.ly/rpFMN
3.5 billion People malnourished
"LET'S USE MORE STUFF!"
THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community. Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.

FOR MORE INFORMATION, VISIT MakingHealthEasier.org/NewAbNormal
Food trends?

- Allergies
- Local
- GM
- Low fat
- Low sugar
- Food miles
- GM
- Seasonal
- Carbs are bad
- Protein
- Superfood
From treat and reward to everyday staples
Demand in the rich world is satiated

Meat consumption per capita, kilograms, average 2010–12 (estimate), and 2022 (forecast)

2010–2012 2022

- **beef, veal**
- **pigmeat**
- **poultry**
- **sheep, goats**

Canada:
- 20.2 lbs (beef, veal)
- 18.2 lbs (pigmeat)
- 16.7 lbs (poultry)
- 15.8 lbs (sheep, goats)

USA:
- 26.5 lbs (beef, veal)
- 24.7 lbs (pigmeat)
- 21.1 lbs (poultry)
- 20.8 lbs (sheep, goats)

European Union:
- 22.9 lbs (beef, veal)
- 22.1 lbs (pigmeat)
- 20.0 lbs (poultry)
- 21.5 lbs (sheep, goats)

Japan:
- 0.2 lbs (beef, veal)
- 0.2 lbs (pigmeat)
- 14.9 lbs (poultry)
- 15.3 lbs (sheep, goats)

Australia:
- 19.1 lbs (beef, veal)
- 16.8 lbs (pigmeat)
- 15.5 lbs (poultry)
- 15.7 lbs (sheep, goats)

New Zealand:
- 8.8 lbs (beef, veal)
- 10.2 lbs (pigmeat)
- 32.5 lbs (poultry)
- 31.6 lbs (sheep, goats)
Land animals slaughtered per every ten US American meat eaters

Heads, 2013, US population excluding 3.2 percent vegetarians

- 1.2 cattle
- 3.7 pigs
- 0.2 sheep
- 0.1 goats
- 7.7 turkeys
- 0.1 geese and other poultry
- 0.8 ducks
- 0.1 rabbits
- 252 chickens
Protein so much more than meat
Celebrate plant diversity and smallholders

• 12 crops provide 80% of the plant food consumed globally

• Yet 30,000+ species are known to be edible

• 7000 edible species are semi-domesticated

• More than a billion people rely on such plant diversity for part of their daily diet
Projected animal calorie consumption per day between now and 2050 in different regions under the Do Nothing Scenario (left graph), where per capita consumption continues to follow the current path predicted by the FAO and the Diet Shift Scenario (right graph), where in OECD countries a gradual reduction is achieved through dietary changes and waste reduction, while allowing per capita consumption in other regions, such as South Asia and Sub-Saharan Africa, to increase.
Livewell – good for you, the planet and your pocket
Figure 1: The key components, determinants, factors and processes of a Sustainable Diet. Adapted from Lairon, 2012.
A guide to a healthy, sustainable life
Healthy people, healthy planet

Eat more plants
Enjoy vegetables and whole grains!

Eat a variety of foods
Have a colourful plate!

Waste less food
One third of food produced for human consumption is lost or wasted.

Moderate your meat consumption, both red and white
Enjoy other sources of proteins such as peas, beans and nuts.

Buy food that meets a credible certified standard
Consider MSC, free-range and fair trade.

Eat fewer foods high in fat, salt and sugar
Keep foods such as cakes, sweets and chocolate as well as cured meat, fries and crisps to an occasional treat.
Choose water, avoid sugary drinks and remember that juices only count as one of your 5-a-day however much you drink.

LiveWell for LIFE demonstrates how low-carbon, healthy diets can help us achieve a reduction in greenhouse gas emissions from the EU food supply chain.

- livewellforlife.eu
- infolivewell@wwf.org.uk
- @LiveWellFood

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.
Find the hidden history lesson!

1959

TODAY

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Thank You
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