

## Sustainability Lecture Series

# Sustainable Diets - Why and how?

**Brent Loken and Daniel Vennard**

Opening address: Connie Hedegaard

Moderator: Katherine Richardson

Respondents: Marie Trydeman Knudsen, Arne Astrup, Jakob Jønck, Signe Frese, Jan Johannesen and Michael Minter

Host: CONCITO and Sustainability Science Centre

8 May 2019 14:00-17:00

Ceremonial Hall, Frue Plads 4, 1168 Copenhagen K



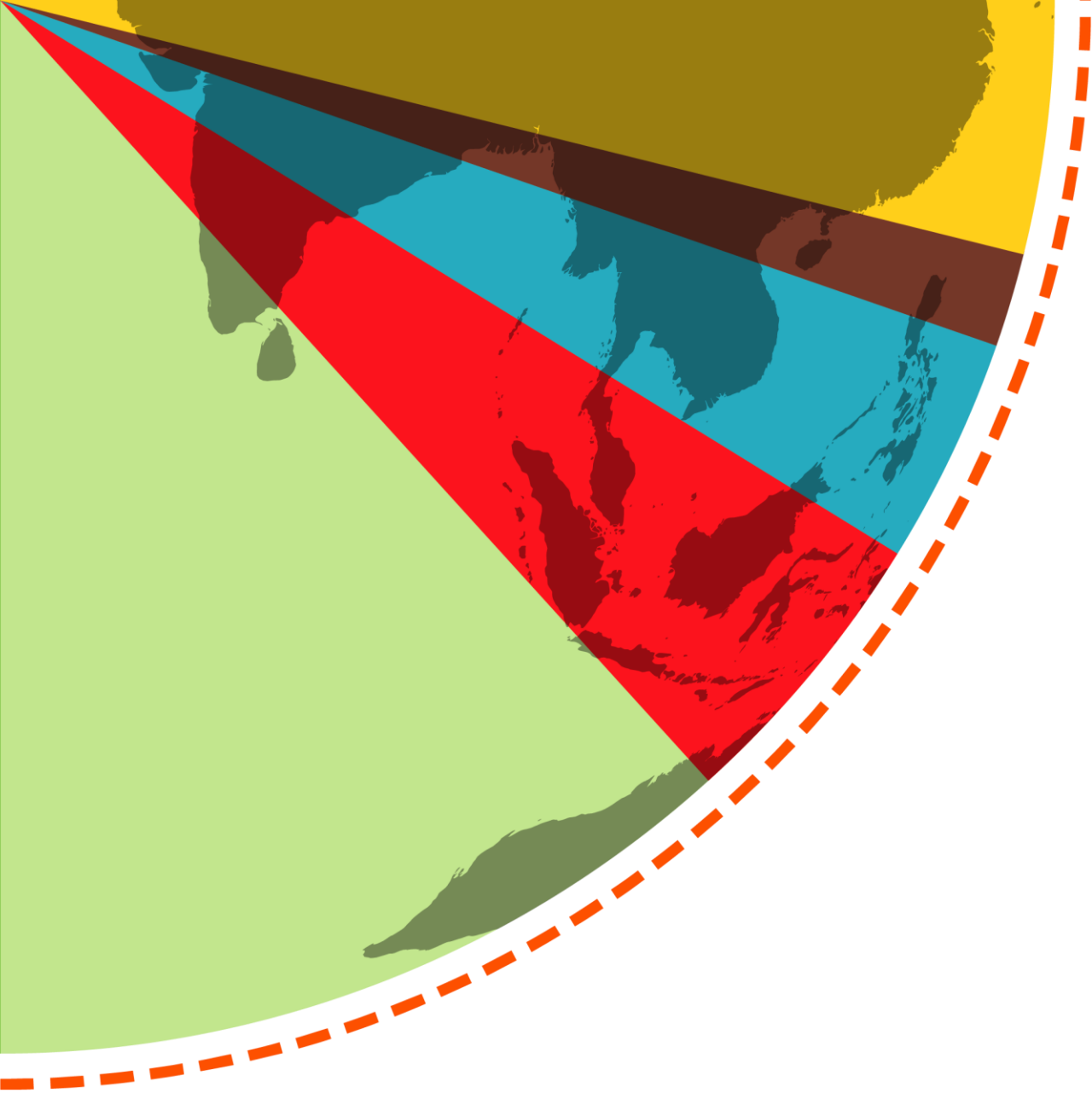
Sustainability Lecture Series

Sustainable Diets - Why and how?

# Brent Loken

## EAT





The EAT-Lancet Commission on  
Healthy Diets From  
Sustainable Food Systems

# Food Planet Health



The New York Times



Opinion  
**Time to  
Panic**

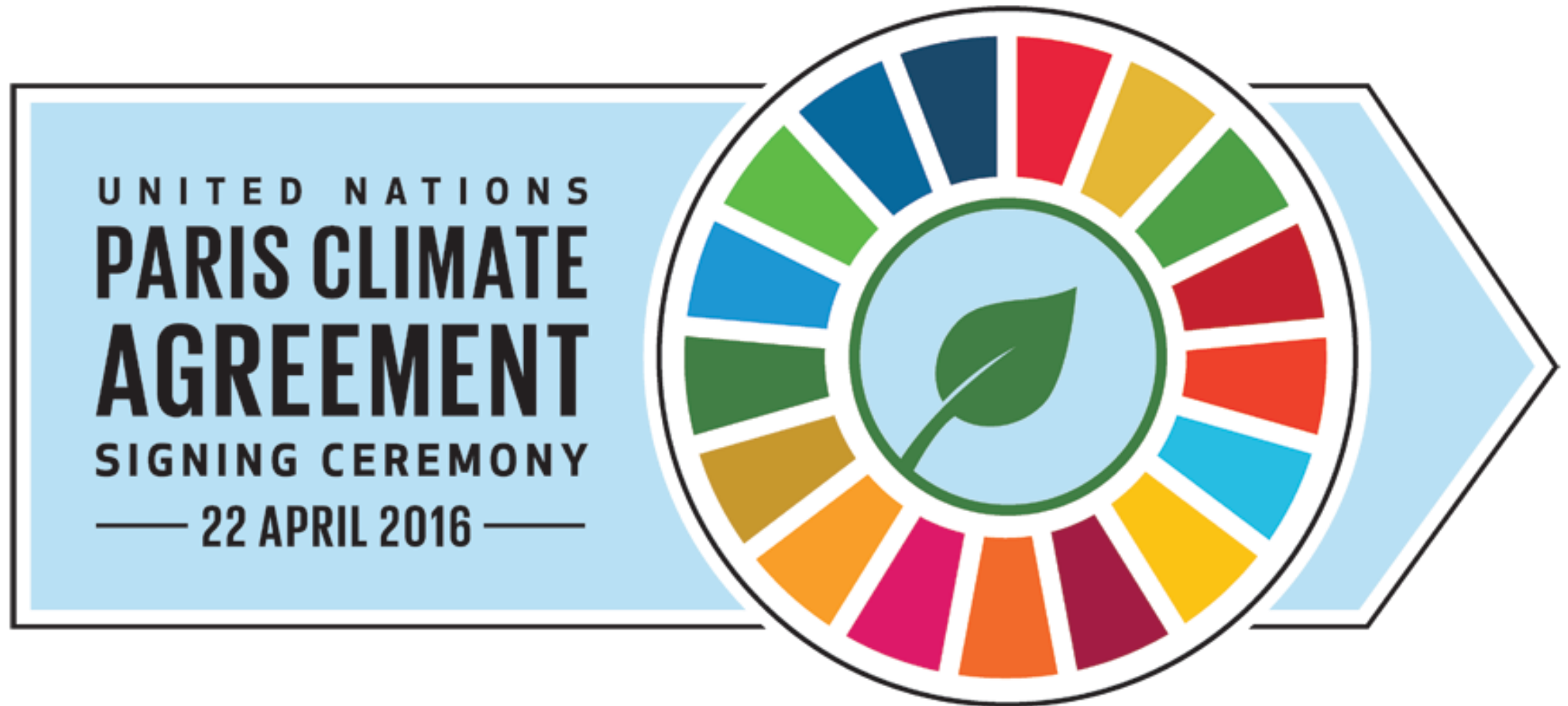
The planet is getting warmer in catastrophic ways. And fear may be the only thing that saves us.



# Sustainable Development Goals by 2030



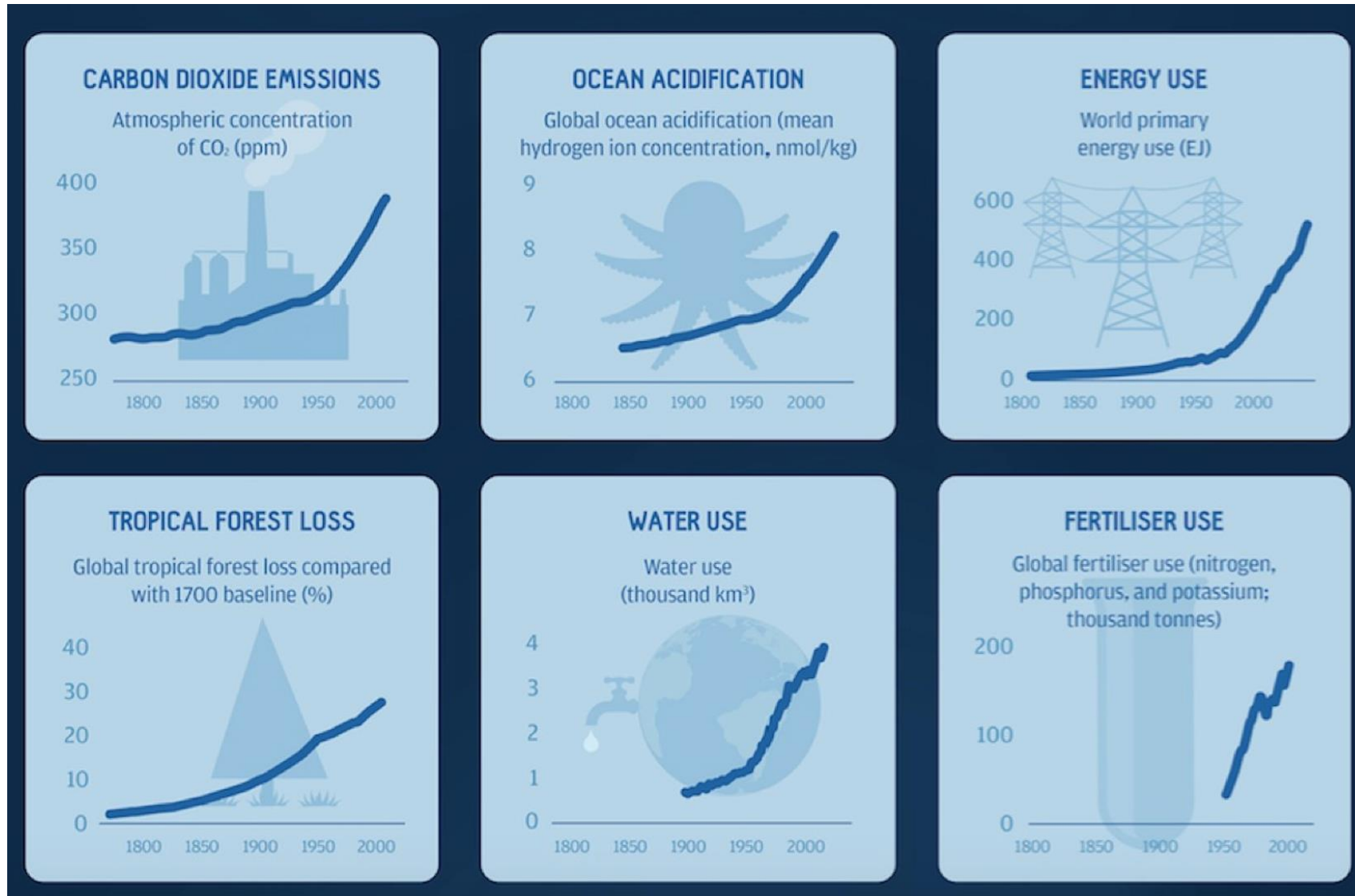
# Paris Climate Change Agreement by 2050



# The Problem

The image features a solid orange background. On the right side, there are several white, irregular lines that intersect and extend across the frame, creating a geometric, abstract pattern. The lines vary in length and orientation, some running diagonally and others more horizontally or vertically.

# A Great Acceleration in the Global Food System





We are not yet bending  
the curves on unhealthy  
and unsustainable food



# The scale of the challenge



**2 billion** people lack key micronutrients like iron and vitamin A



**155 million** children are stunted



**52 million** children are wasted



**2 billion** adults are overweight or obese



**41 million** children are overweight



**88%** of countries face a serious burden of either two or three forms of malnutrition



And the world is off track to meet all global nutrition targets

1 Goal - 2 Targets - 5 Strategies

To Achieve Planetary Health  
Diets for Nearly  
10 Billion People By 2050

# EAT-Lancet Commission Approach

**Define a healthy reference diet** using the best available evidence (controlled feeding studies, long-term cohort studies, randomized trials).

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**Define planetary boundaries** for 6 key environmental systems and processes (GHG, cropland use, water use, nitrogen and phosphorus application, extinction rate).

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**Apply a global food systems modeling framework** to analyze what combinations of readily implementable measures are needed to stay within food production boundaries while still delivering healthy diets by 2050.

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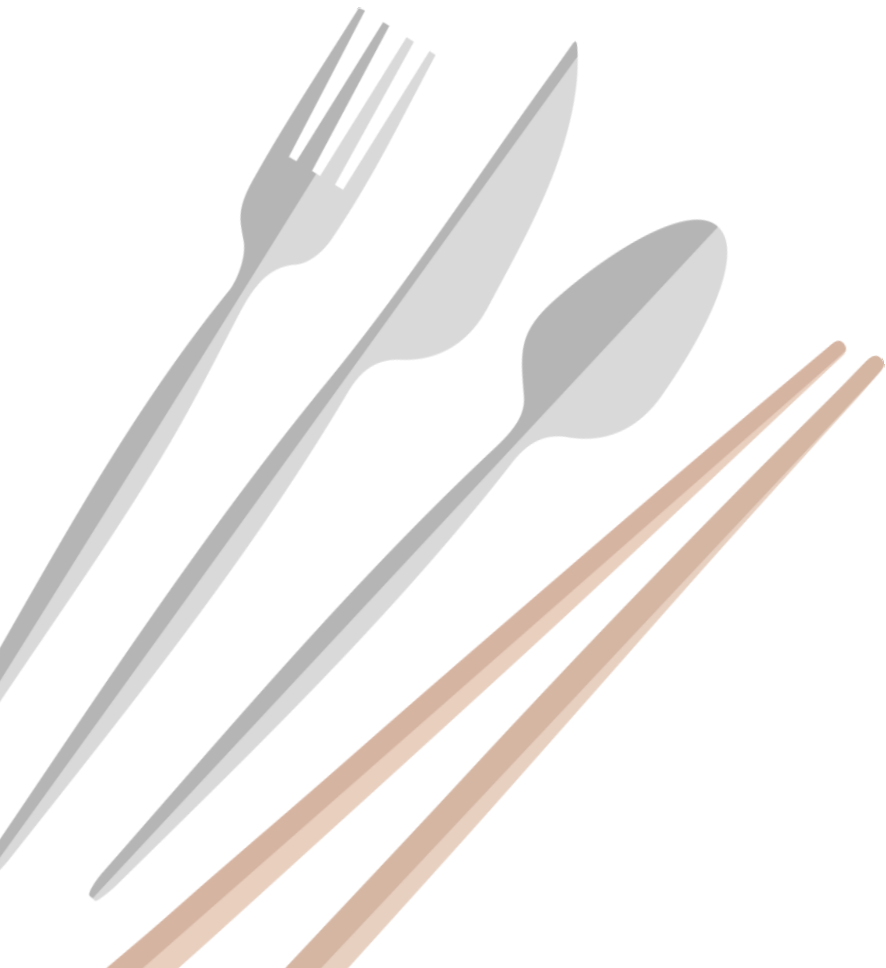
**Outline Strategies** to achieve the changes needed to meet the goal of healthy diets from sustainable food systems for all by 2050.











1 Goal – 2 Targets – 5 Strategies

# Scientific Targets for Healthy Diets from Sustainable Food Production

# Target 1 – Healthy Diets

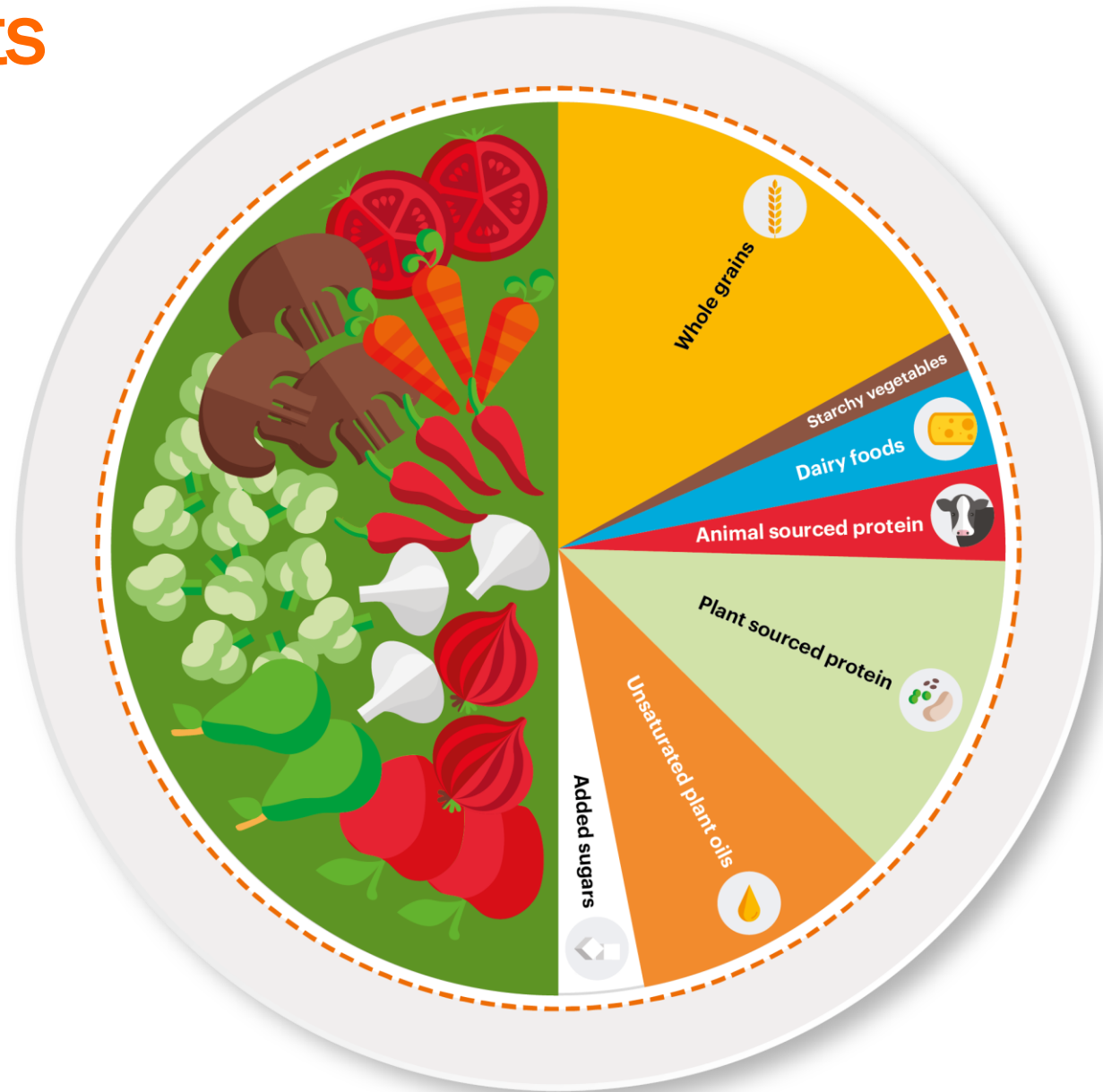
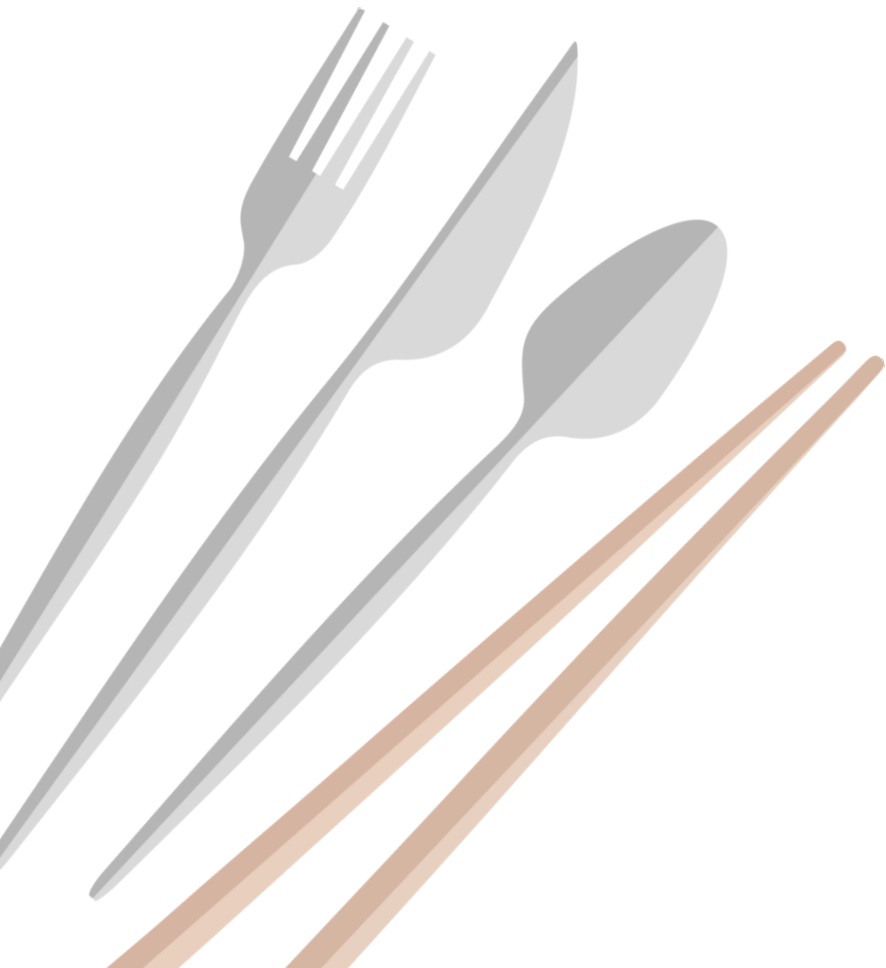
2500 kcal/day



	Macronutrient intake grams per day (possible range)	Caloric intake kcal per day	
 Whole grains <b>Rice, wheat, corn and other</b>	<b>232</b>	<b>811</b>	
 Tubers or starchy vegetables <b>Potatoes and cassava</b>	<b>50</b> (0–100)	<b>39</b>	
 Vegetables <b>All vegetables</b>	<b>300</b> (200–600)	<b>78</b>	
 Fruits <b>All fruits</b>	<b>200</b> (100–300)	<b>126</b>	
 Dairy foods <b>Whole milk or equivalents</b>	<b>250</b> (0–500)	<b>153</b>	
 Protein sources	<b>Beef, lamb and pork</b>	<b>14</b> (0–28)	<b>30</b>
	<b>Chicken and other poultry</b>	<b>29</b> (0–58)	<b>62</b>
	<b>Eggs</b>	<b>13</b> (0–25)	<b>19</b>
	<b>Fish</b>	<b>28</b> (0–100)	<b>40</b>
	 <b>Legumes</b>	<b>75</b> (0–100)	<b>284</b>
 <b>Nuts</b>	<b>50</b> (0–75)	<b>291</b>	
 Added fats	<b>Unsaturated oils</b>	<b>40</b> (20–80)	<b>354</b>
	<b>Saturated oils</b>	<b>11.8</b> (0–11.8)	<b>96</b>
 Added sugars <b>All sugars</b>	<b>31</b> (0–31)	<b>120</b>	

# Target 1 – Healthy Diets

2500 kcal/day



# Samples of Planetary Health Plates





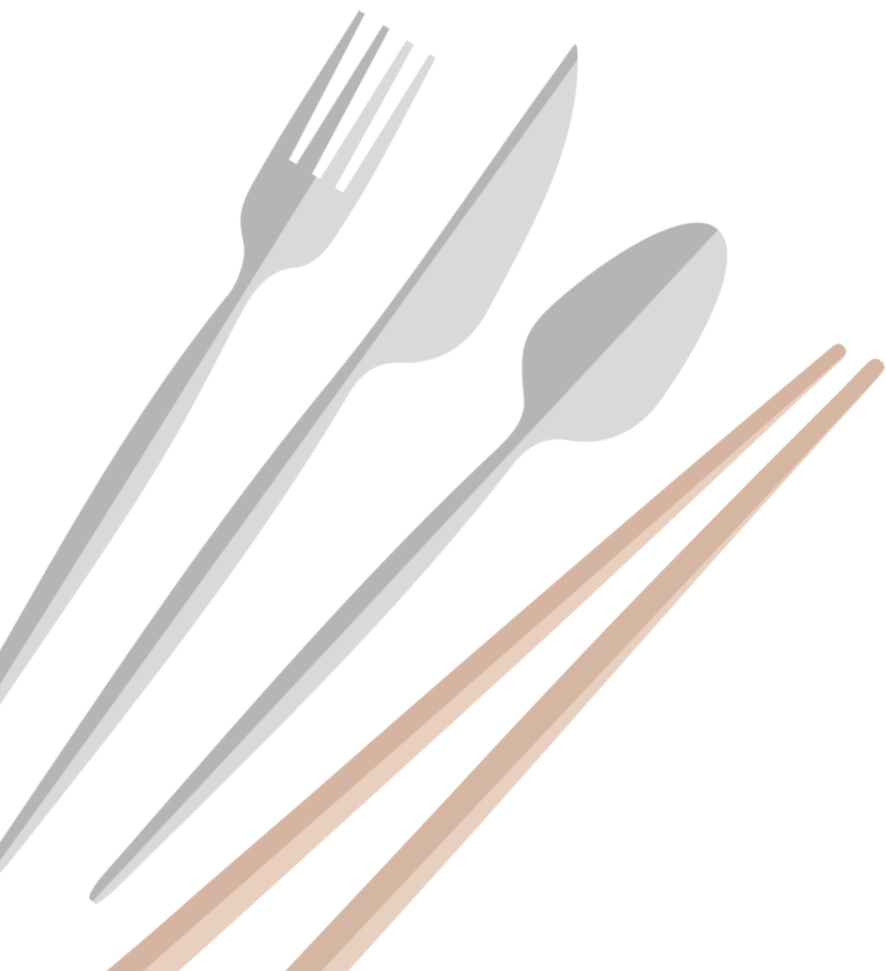
# The Canadian Food Guide

Have plenty of  
vegetables and fruits

Eat protein foods

Make water  
your drink  
of choice

Choose  
whole grain  
foods

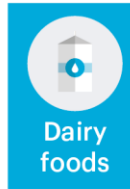
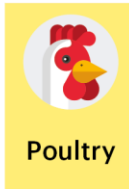
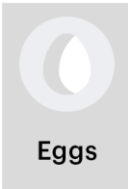


# Current Intakes vs Reference Diet

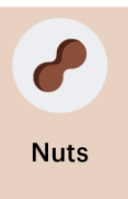
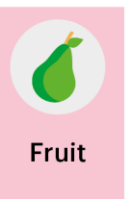
### Limited intake



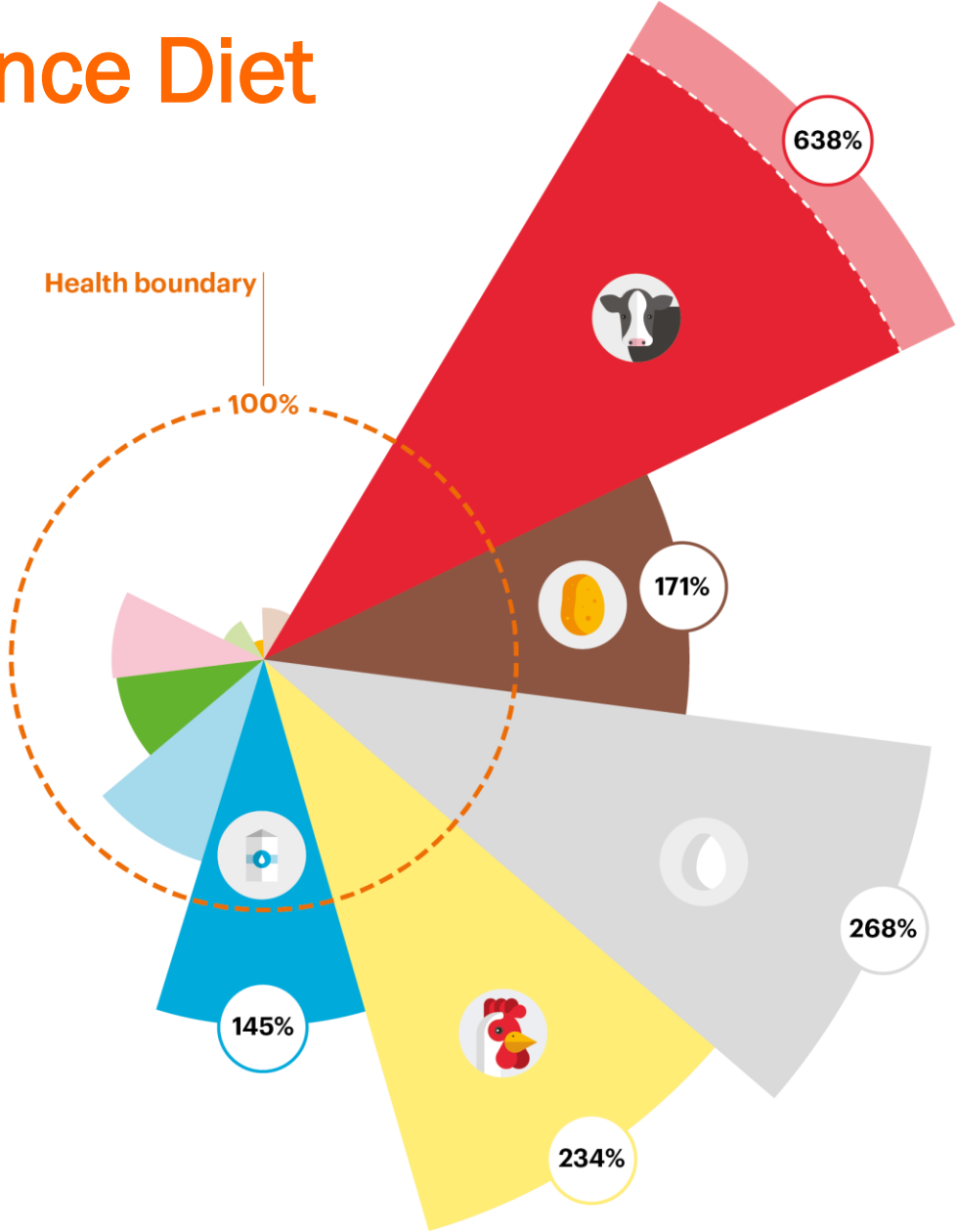
### Optional foods



### Emphasized foods



North America



# Current Intakes vs Reference Diet

Sub-Saharan Africa

Limited intake

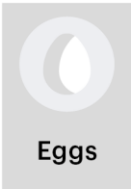


Red meat



Starchy vegetables

Optional foods



Eggs



Poultry



Dairy foods

Emphasized foods



Fish



Vegetables



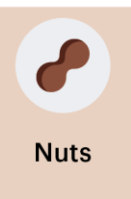
Fruit



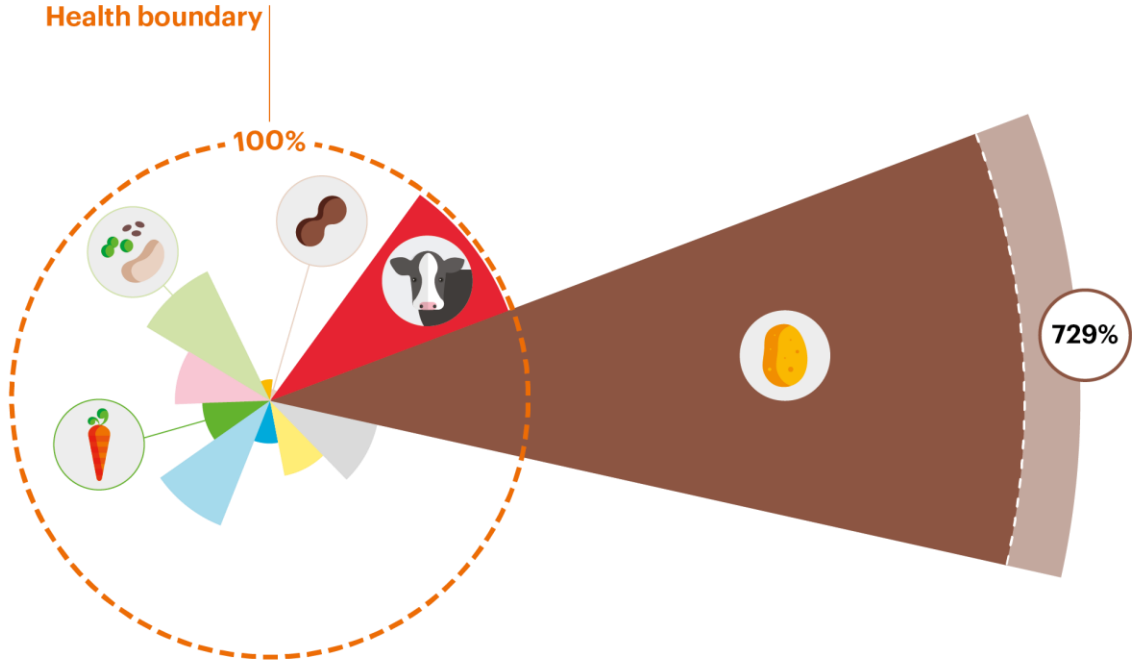
Legumes



Whole grains



Nuts



# Current Intakes vs Reference Diet

### Limited intake

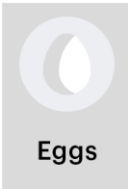


Red meat

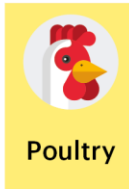


Starchy vegetables

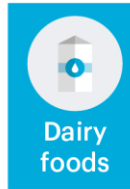
### Optional foods



Eggs



Poultry



Dairy foods

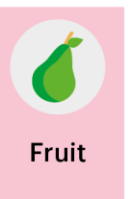
### Emphasized foods



Fish



Vegetables



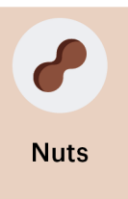
Fruit



Legumes

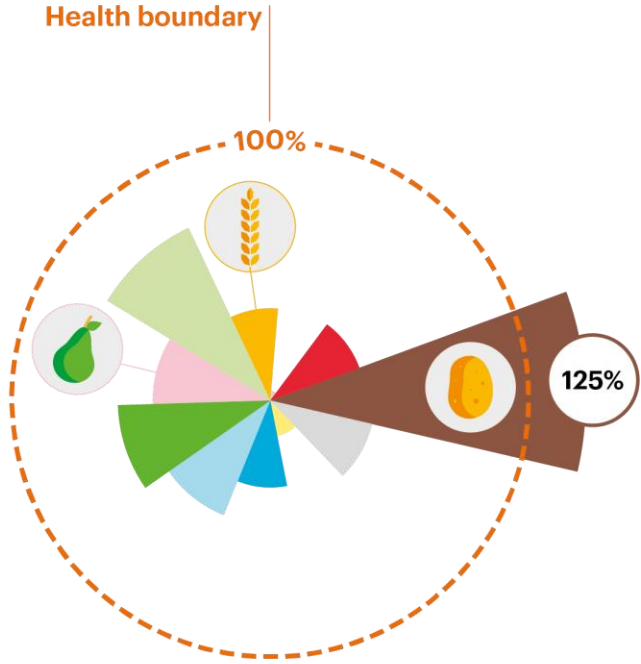


Whole grains



Nuts

South Asia



# Substantial Health Benefits

**Approach 1**  
Comparative Risk

**19%**

or

**11.1 million**  
adult deaths per year

**Approach 2**  
Global Burden of Disease

**22.4%**

or

**10.8 million**  
adult deaths per year







**Approach 3**  
Empirical Disease Risk

**23.6%**

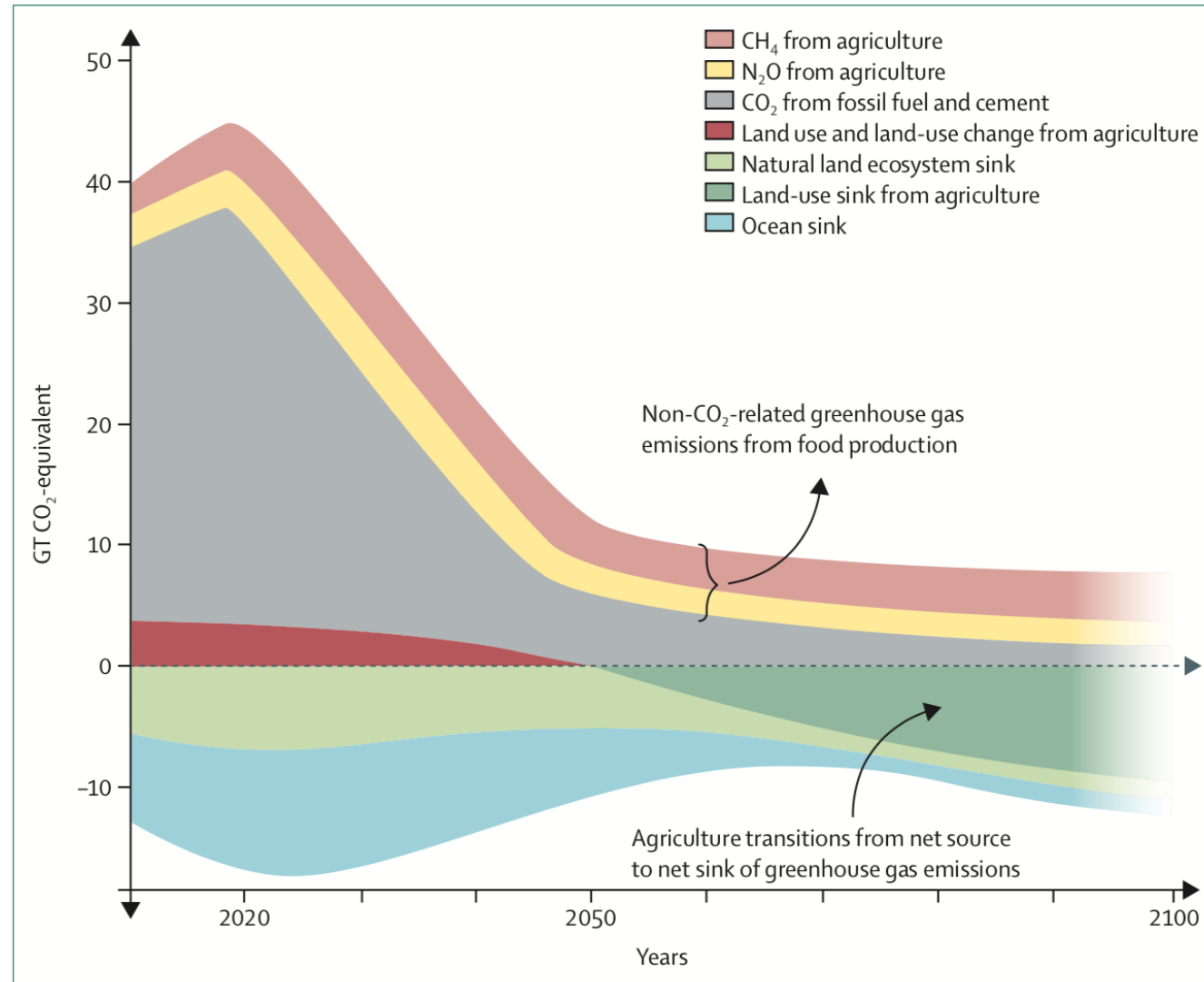
or

**11.6 million**  
adult deaths per year

# Target 2 – Sustainable Food Production

Earth system process	Control variable	Boundary (Uncertainty range)
Climate change	 GHG emissions	<b>5 Gt CO<sub>2</sub>-eq yr<sup>-1</sup></b> (4.7 – 5.4 Gt CO <sub>2</sub> -eq yr <sup>-1</sup> )
Land-system change	 Cropland use	<b>13 M km<sup>2</sup></b> (11–15 M km <sup>2</sup> )
Freshwater use	 Water use	<b>2,500 km<sup>3</sup> yr<sup>-1</sup></b> (1000–4000 km <sup>3</sup> yr <sup>-1</sup> )
Nitrogen cycling	 N application	<b>90 Tg N yr<sup>-1</sup></b> (65–90 Tg N yr <sup>-1</sup> ) * (90–130 Tg N yr <sup>-1</sup> )**
Phosphorus cycling	 P application	<b>8 Tg P yr<sup>-1</sup></b> (6–12 Tg P yr <sup>-1</sup> ) * (8–16 Tg P yr <sup>-1</sup> )**
Biodiversity loss	 Extinction rate	<b>10 E/MSY</b> (1–80 E/MSY)

# Food Production with Safe Operating Space for Climate









# Achieving Planetary Health Diets

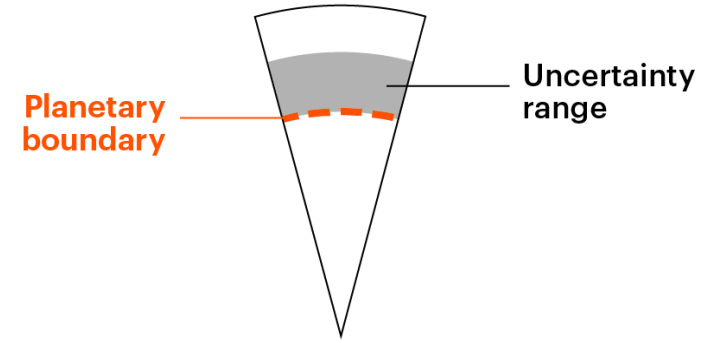
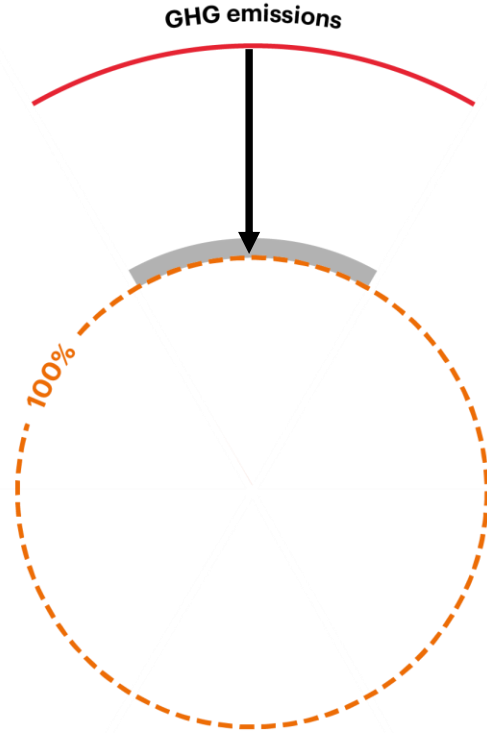
Actions	Description
<b>Dietary shift</b> Planetary health diet	Planetary health diet – as outlined in Table 1.
<b>Halve waste</b> Reduced food loss and waste	Food losses and waste reduced by half, in line with SDG target 12.3.
<b>PROD</b> Improved production practices Standard level of ambition	Closing yield gaps to about 75%; rebalancing N and P application; improving water management; implementation of agricultural mitigation options; and land is expanded first into secondary habitat and then to intact forests to minimize impacts on biodiversity.
<b>PROD+</b> Improved production practices High level of ambition	Closing yield gaps to 90%; a 30% increase in N use efficiency and 50% recycling rates of P; phase-out of first-generation biofuels; implementation of available bottom-up options for mitigating GHG emissions; and optimizing land-use across regions to minimize impacts on biodiversity.



# Scenarios

								
			GHG emissions	Cropland use	Water use	Nitrogen application	Phosphorus application	Biodiversity loss
Food production boundary			5.0 (4.7–5.4)	13 (11.0–15.0)	2.5 (1.0–4.0)	90 (65.0–140.0)	8 (6.0–16.0)	10 (1–80)
Baseline in 2010			5.2	12.6	1.8	131.8	17.9	100–1000
Production (2050)	Waste (2050)	Diet (2050)						
BAU	Full waste	BAU	9.8	21.1	3.0	199.5	27.5	1,043
BAU	Full waste	Dietary shift	5.0	21.1	3.0	191.4	25.5	1,270
BAU	Halve waste	BAU	9.2	18.2	2.6	171.0	23.2	684
BAU	Halve waste	Dietary shift	4.5	18.1	2.6	162.6	21.2	885
PROD	Full waste	BAU	8.9	14.8	2.2	187.3	25.5	206
PROD	Full waste	Dietary shift	4.5	14.8	2.2	179.5	24.1	351
PROD	Halve waste	BAU	8.3	12.7	1.9	160.1	21.5	50
PROD	Halve waste	Dietary shift	4.1	12.7	1.9	151.7	20.0	102
PROD+	Full waste	BAU	8.7	13.1	2.2	147.6	16.5	37
PROD+	Full waste	Dietary shift	4.4	12.8	2.1	140.8	15.4	34
PROD+	Halve waste	BAU	8.1	11.3	1.9	128.2	14.2	21
PROD+	Halve waste	Dietary shift	4.0	11.0	1.9	121.3	13.1	19

+96% above by  
2050



— Baseline projections of environmental pressures in 2050

● **Dietary Shift**  
Planetary Health Diet

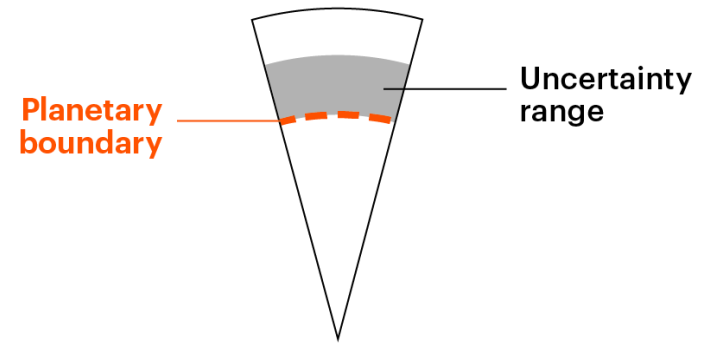
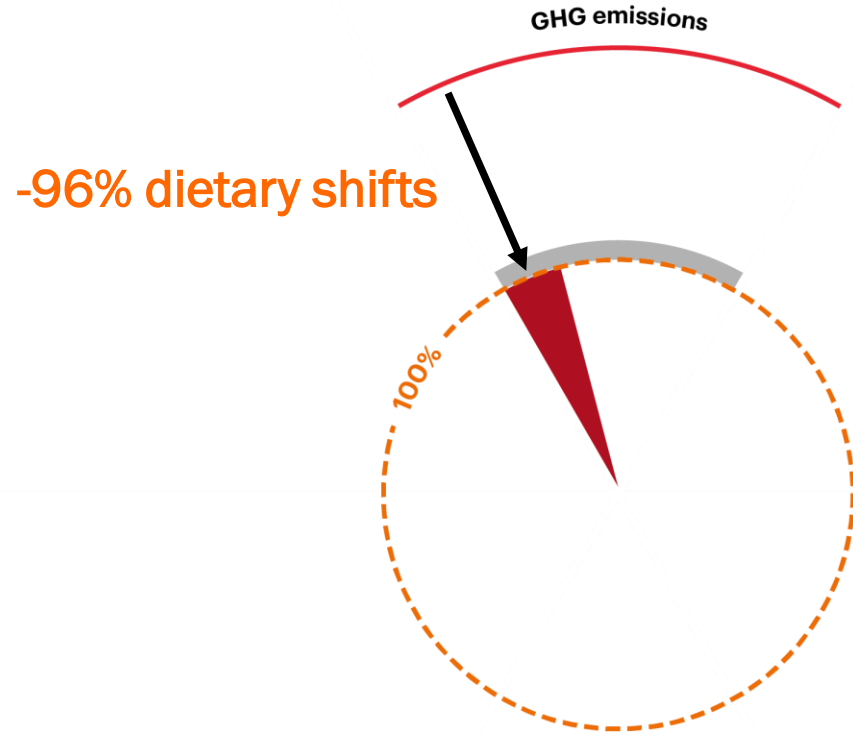
● **Halve waste**  
Reduced food loss and waste

● **PROD**  
Improved production practices  
Standard level of ambition

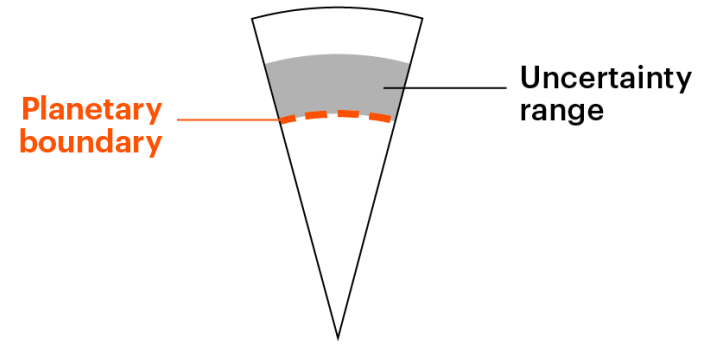
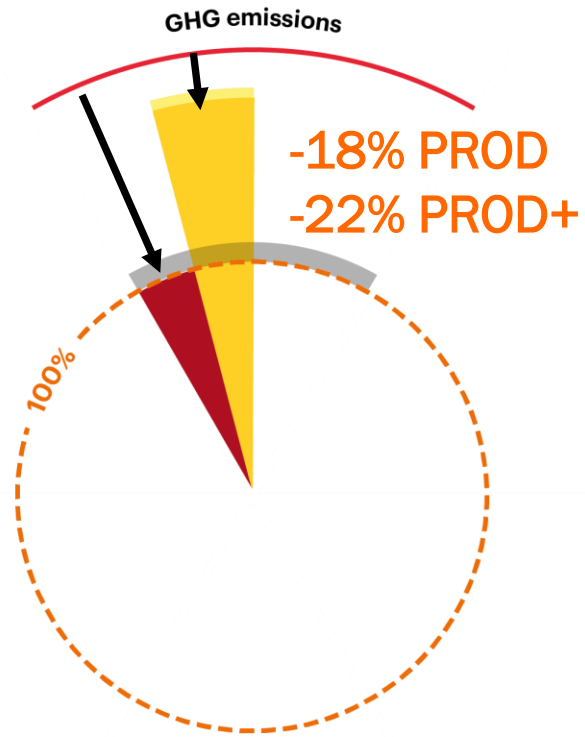
● **PROD+**  
Improved production practices  
High level of ambition

● **COMB**  
Combination of actions  
Standard level of ambition

● **COMB+**  
Combination of actions  
High level of ambition



-  Baseline projections of environmental pressures in 2050
-  **Dietary Shift**  
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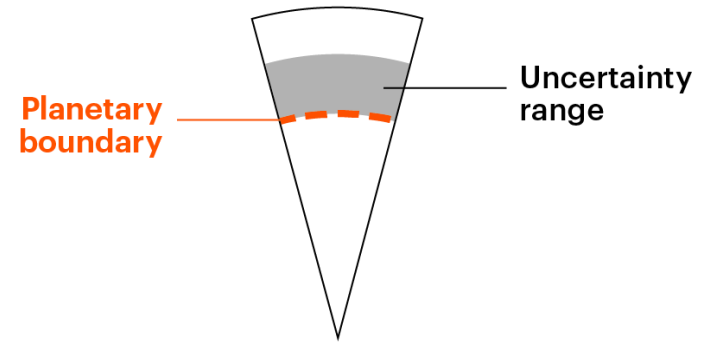
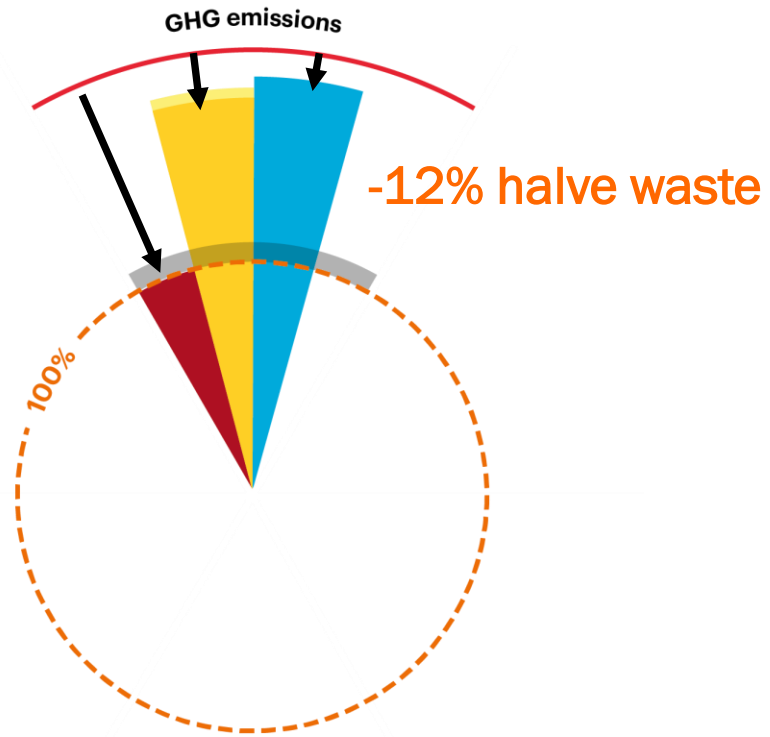
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— Baseline projections of environmental pressures in 2050

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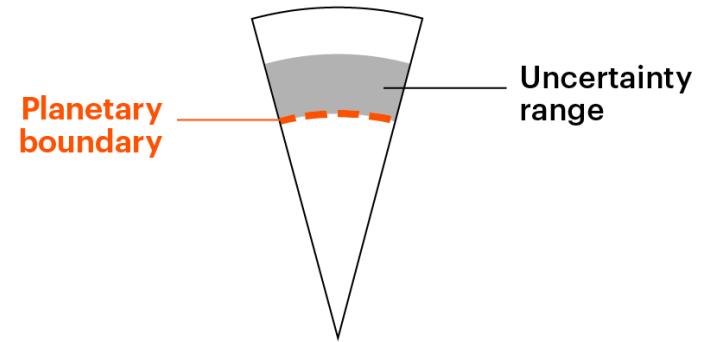
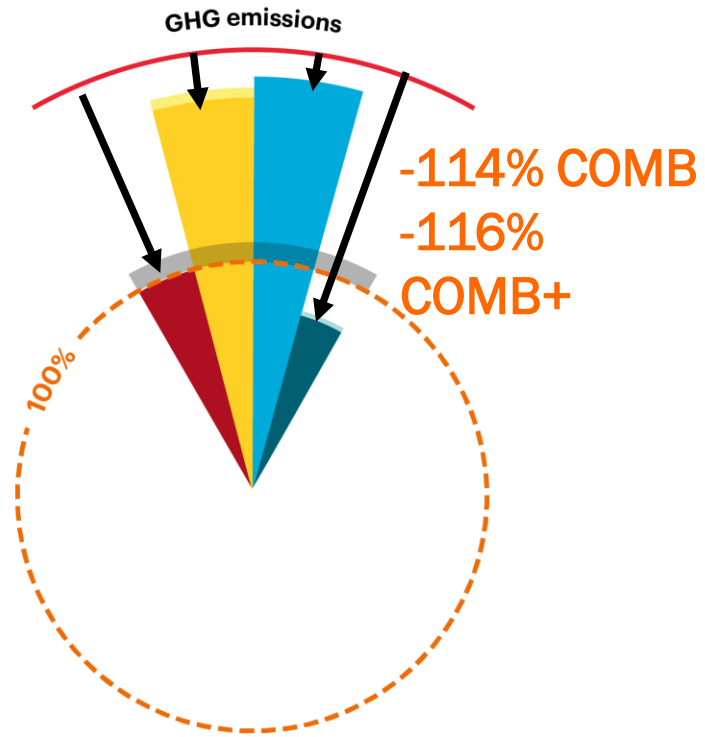
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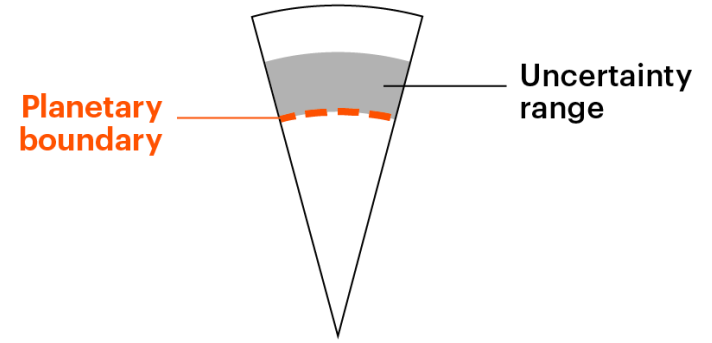
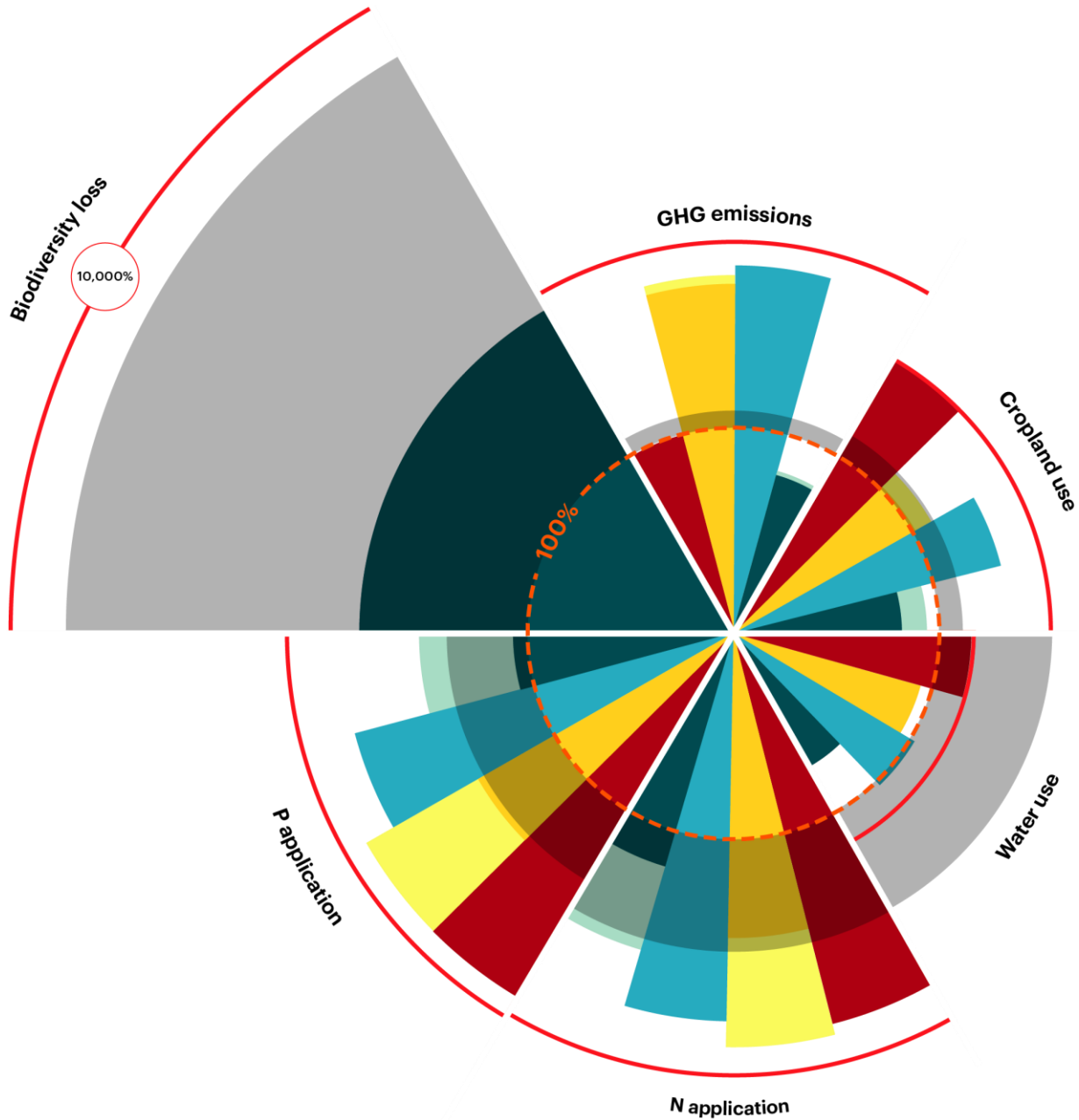
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**Dietary Shift**  
Planetary Health Diet

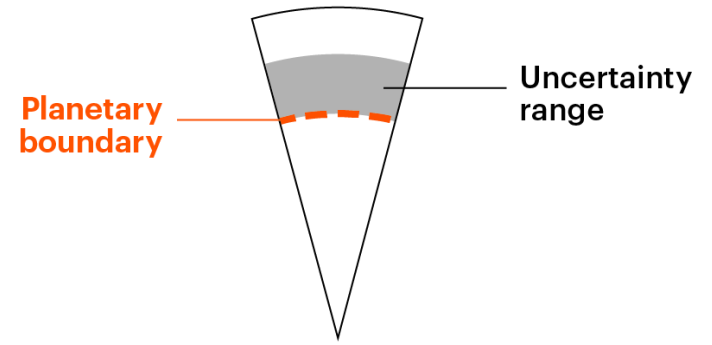
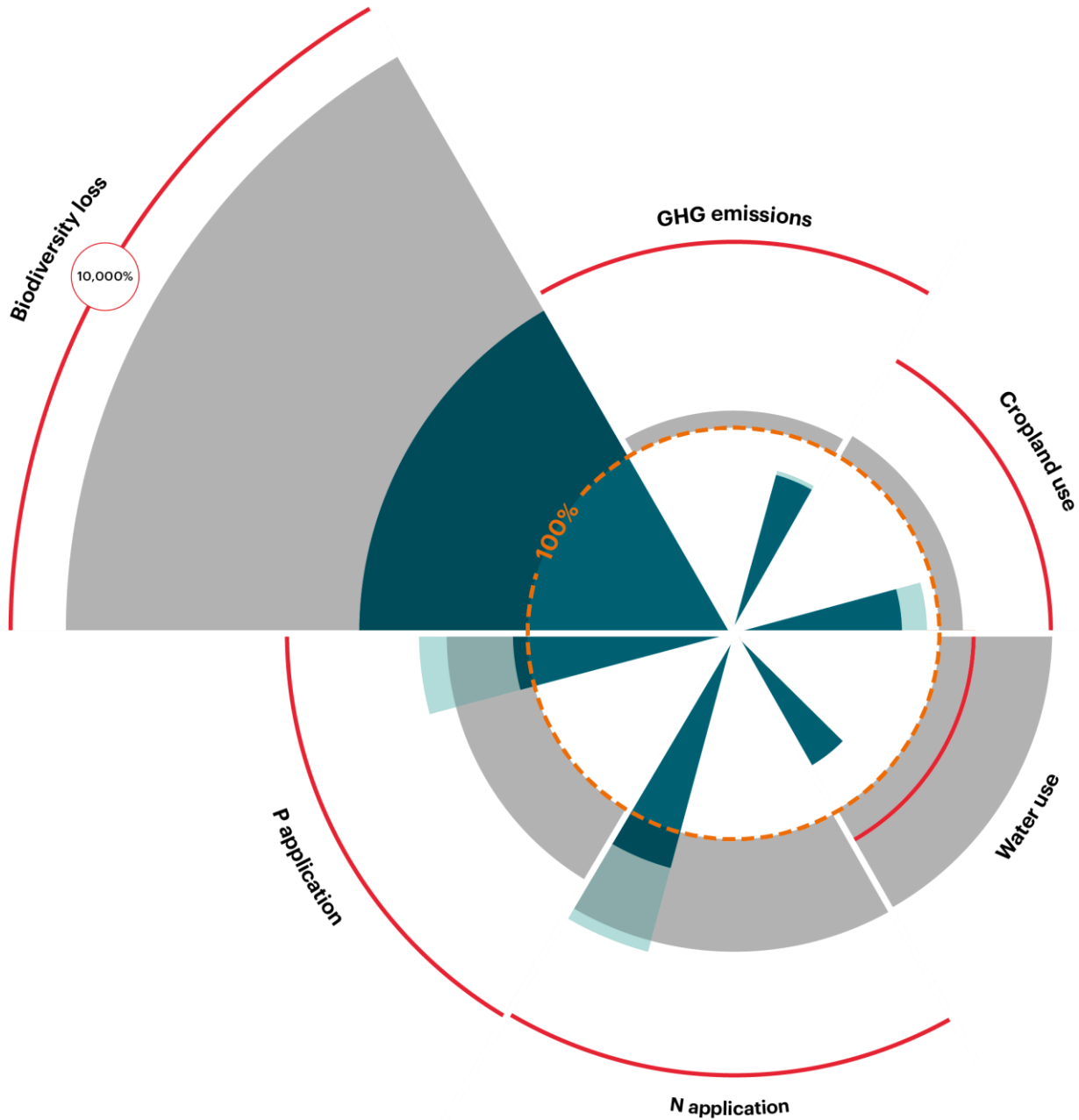
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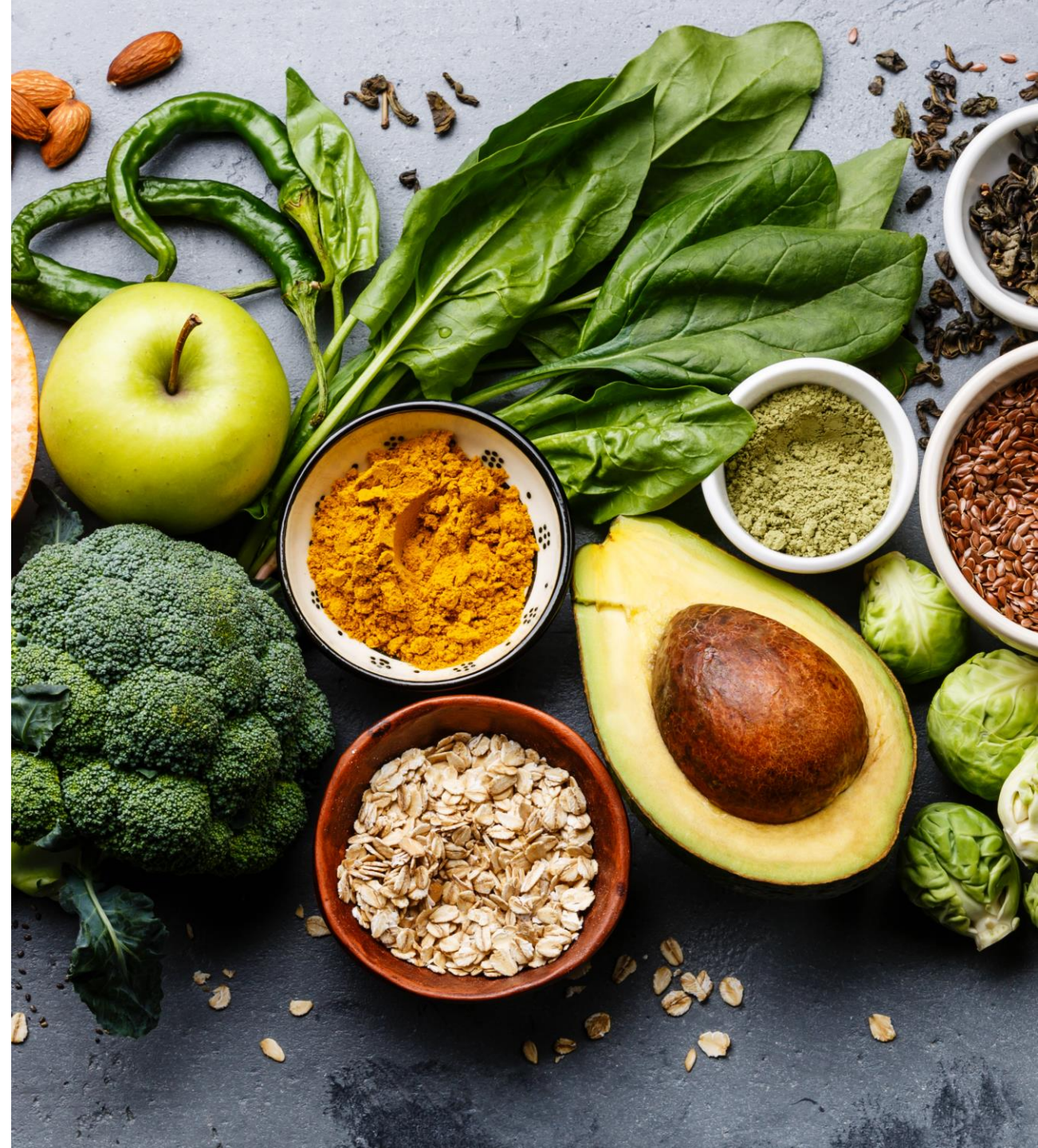


1 Goal – 2 Targets – 5 Strategies

# Five Strategies for a Great Food Transformation

# Strategy 1

Seek international and national commitment to shift towards healthy diets



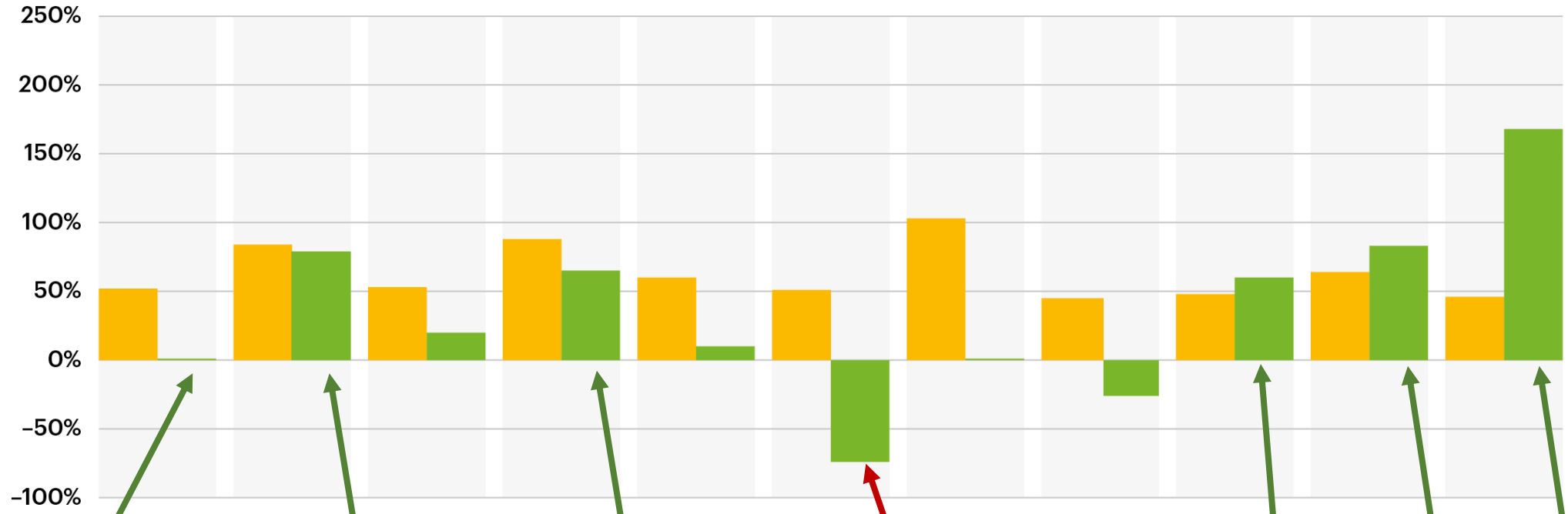
## Strategy 2

Reorient agricultural priorities from producing high quantities of food to producing healthy food



# Change in Food Production

■ 2050 BAU + full waste    ■ 2050 planetary health diet + halve waste



Almost no increase in cereal production

Vegetables +75%  
>150%

Fruits >50%

Red meat production >65%

Protein sources

Fish >50%

Legumes >75%

Nuts

## Strategy 3

Sustainably intensify food  
production to increase  
high-quality output



# Yield gap – difference between actual and attainable yields

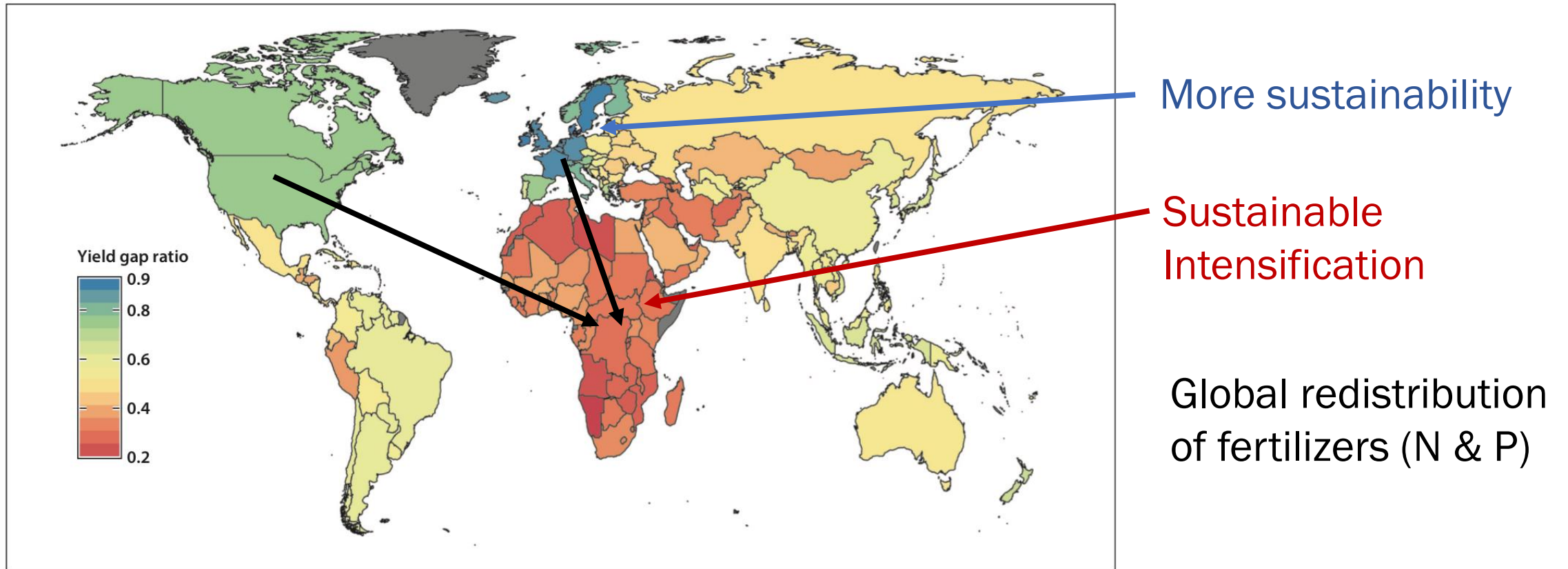


Figure 5

Existing crop yield gaps. Shown is the ratio of current yields to potential yields, as estimated by 92 (see also <http://www.yieldgap.org/water-productivity>). A ratio of 0.2 indicates that a nation, on average, has crop yields 20% of what that nation is capable of yielding. Low ratios indicate large yield gaps, or the difference between current yields and potential yields. Countries in gray are missing data on either current yields or potential yields.

## Strategy 4

Strong and coordinated  
governance of land  
and oceans



## Strategy 5

At least halve food losses  
and waste,  
in line with UN Sustainable  
Development Goals





**Conclusion**

The image features a solid orange background. On the right side, there are several white, irregular lines that intersect and extend across the frame, creating a geometric, abstract pattern. The word "Conclusion" is written in a bold, white, sans-serif font on the left side of the image.

Without a transformation of the global food system, the world risks failing to meet the UN Sustainable Development Goals (SDGs) and the Paris Agreement and the data are both sufficient and strong enough to warrant immediate action.

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Widespread multi-sector, multi-level action is needed including: a substantial global shift toward healthy dietary patterns; large reductions in food loss and waste; and major improvements in food production practices.



Dietary changes from current diets to healthy diets are likely to substantially benefit human health, averting about 11.0 million premature deaths per year, a reduction of about 20%.

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Feeding 10 billion people a healthy diet within safe planetary boundaries is possible and will improve the health and well being of millions of people and allow us to pass onto our children a viable planet.



[eatforum.org](http://eatforum.org)  
[#foodcanfixit](https://twitter.com/foodcanfixit)



**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

# **Daniel Vennard** World Resources Institute

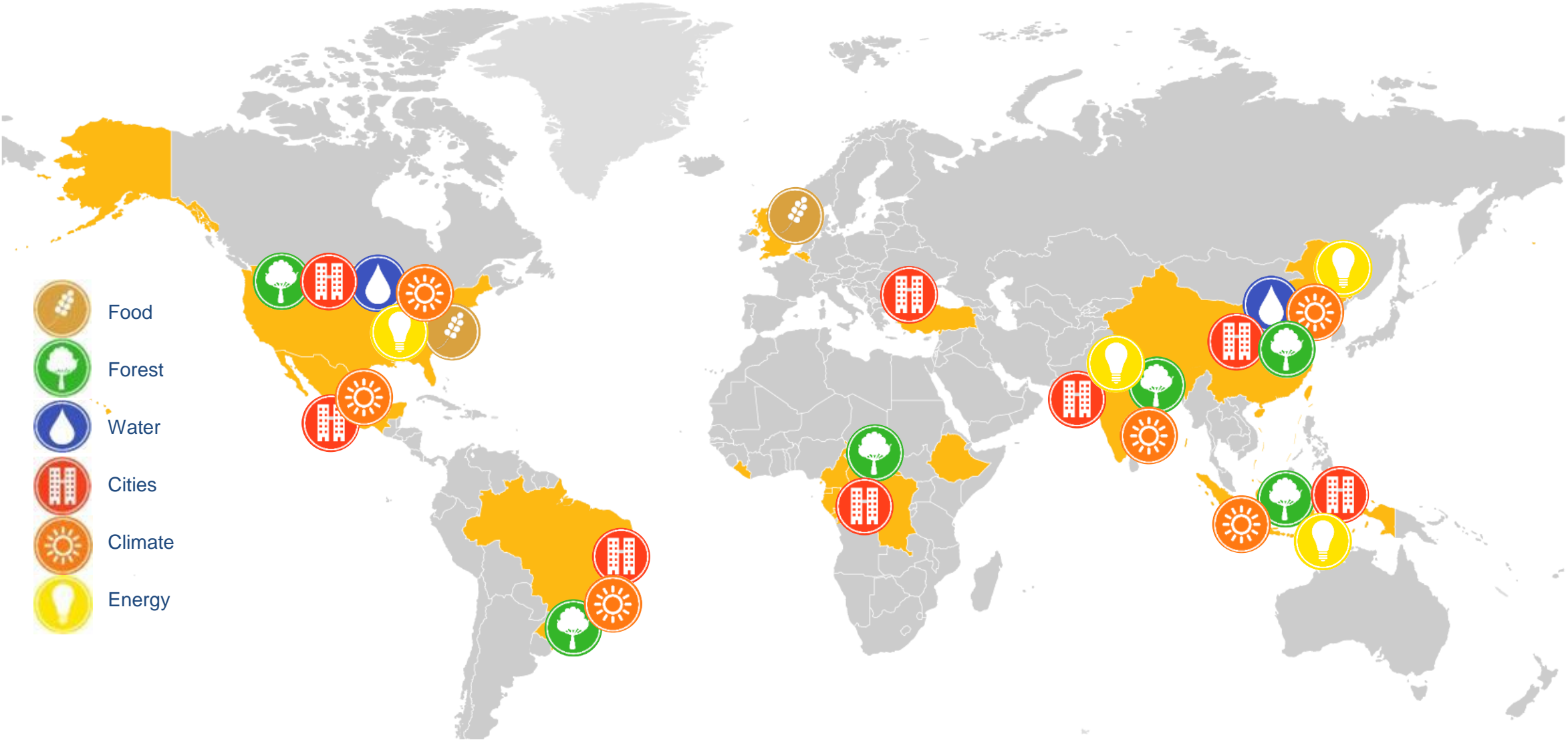




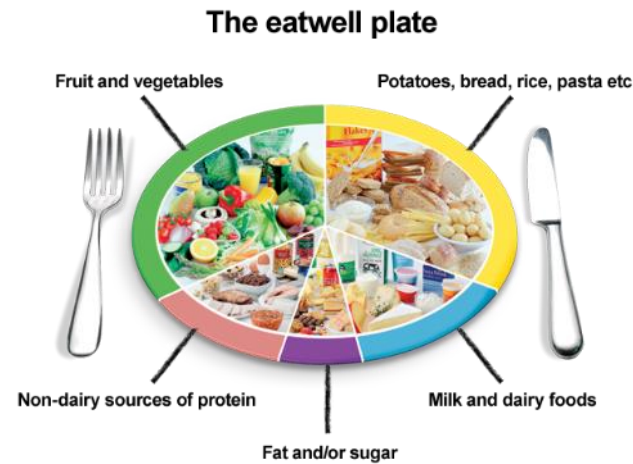
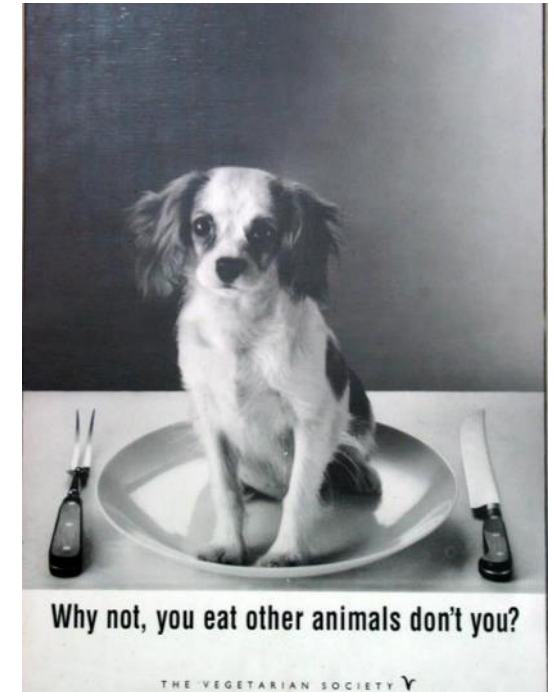
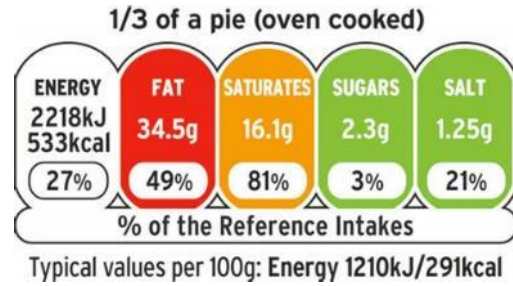
# FROM WHY TO HOW: MOVING CONSUMERS TOWARDS A SUSTAINABLE DIET

*Daniel Vennard, Director, Better Buying Lab, World Resources Institute*

# THE WORLD RESOURCES INSTITUTE

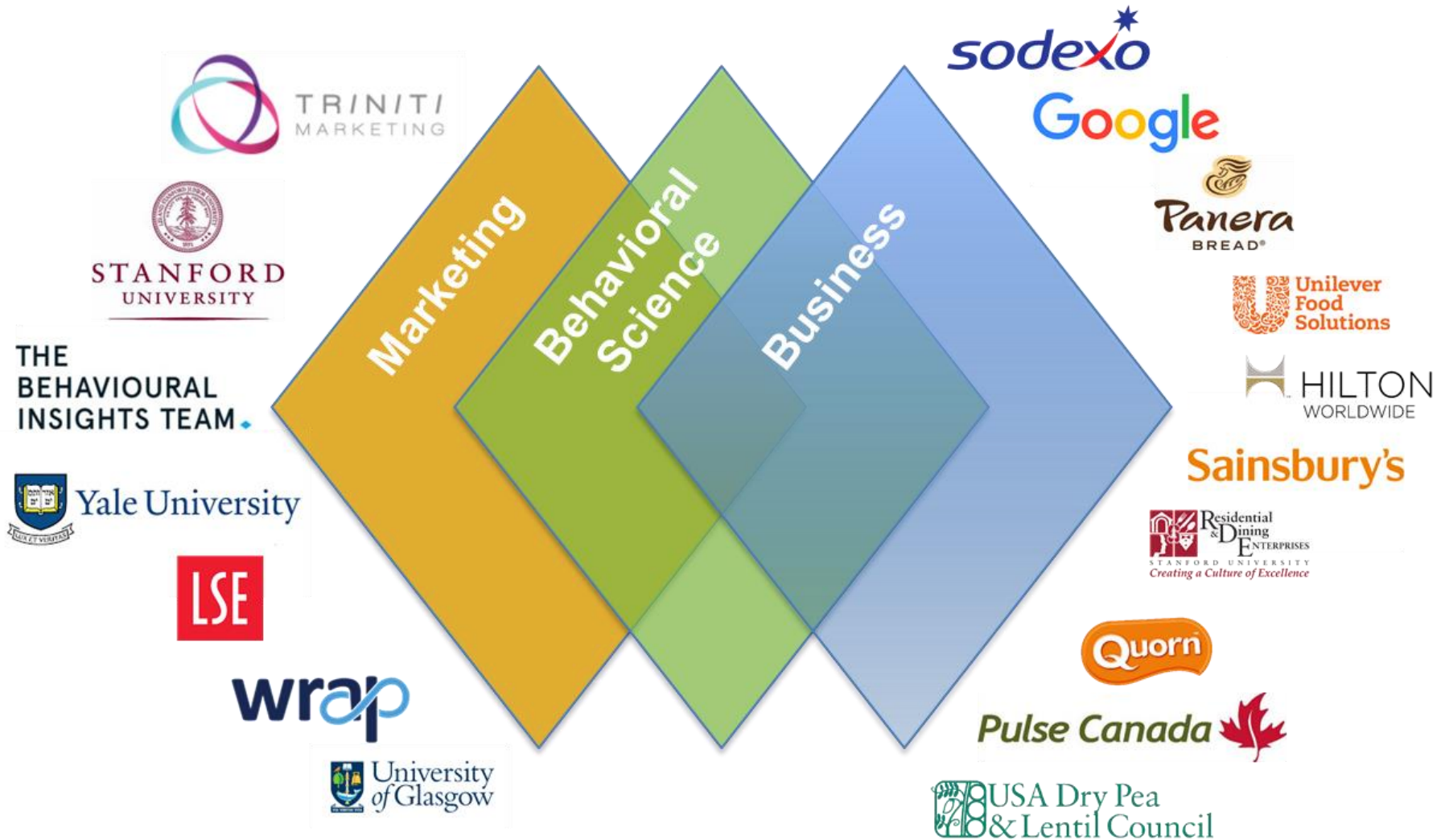


# PREVIOUS EFFORTS TO SHIFT DIETS

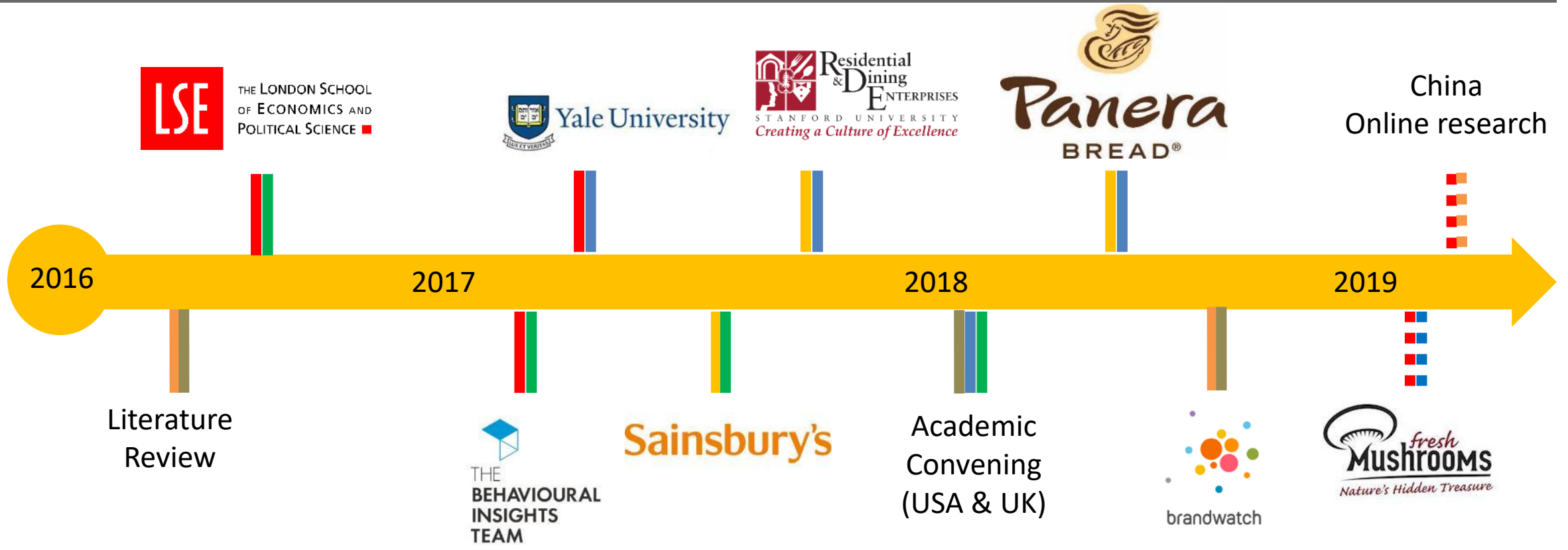




# BETTER BUYING LAB






# LANGUAGE RESEARCH: LEARNING JOURNEY



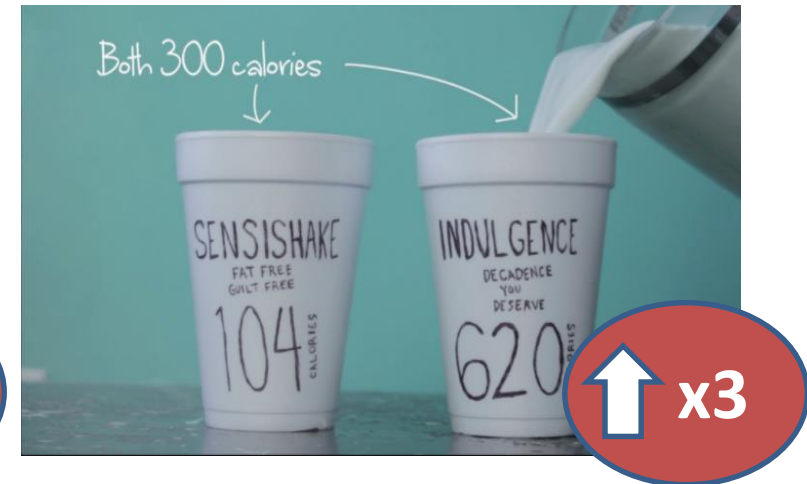
## Type of study

-  Online test
-  Field trail
-  Other

## Geography

-  USA
-  UK
-  Other

# LITERATURE REVIEW



# LSE ONLINE STUDY: VEGETARIAN LANGUAGE

## "CONTROL" MENU

**Risotto primavera (v)**  
Peas, mushrooms, lemon 14.00

**Lobster & crab roll**  
Avocado, lettuce, lemon mayonnaise 17.00

**Sautéed king prawns**  
Chilli, garlic & parsley, basmati rice 22.50

**Deep fried haddock**  
Minted peas, hand cut chips, sauce tartar 15.50

**Chicken cacciatore**  
Roasted chicken breast, mushrooms, tomato, olives 14.50

**Steak frites**  
Rump pavé, hand cut chips, béarnaise sauce 19.50

**Hamburger**  
Relish, hand cut chips 13.50

**Ricotta & spinach ravioli (v)**  
Asparagus, butter & sage sauce 13.50

*v - suitable for vegetarians*

## "VEGETARIAN" MENU

**Lobster & crab roll**  
Avocado, lettuce, lemon mayonnaise 17.00

**Sautéed king prawns**  
Chilli, garlic & parsley, basmati rice 22.50

**Deep fried haddock**  
Minted peas, hand cut chips, sauce tartar 15.50

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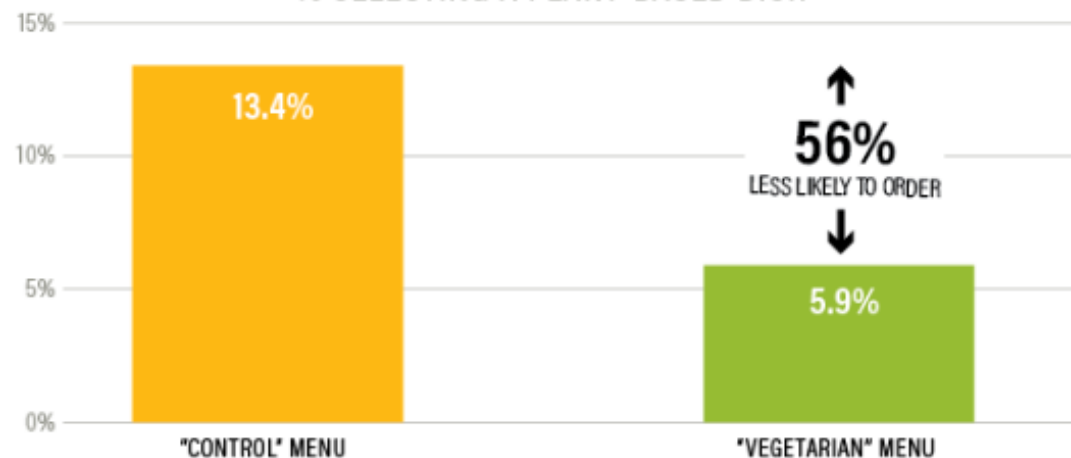
**Hamburger**  
Relish, hand cut chips 13.50

### VEGETARIAN DISHES

**Risotto primavera (v)**  
Peas, mushrooms, lemon 14.00

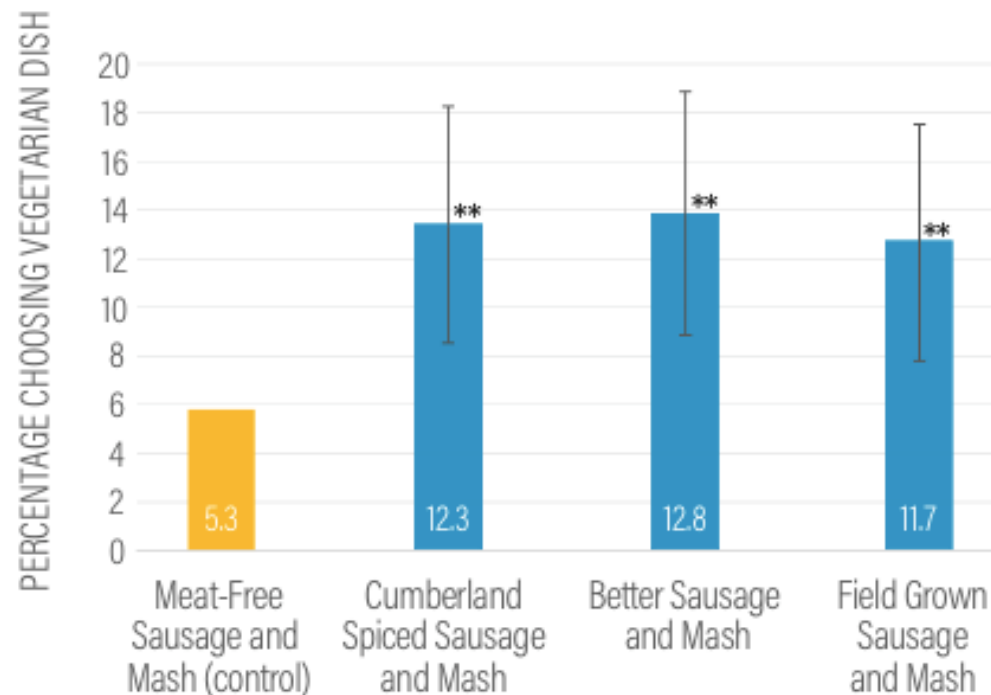
**Ricotta & spinach ravioli (v)**  
Asparagus, butter & sage sauce 13.50

## % SELECTING A PLANT-BASED DISH



# ONLINE RESEARCH: UK

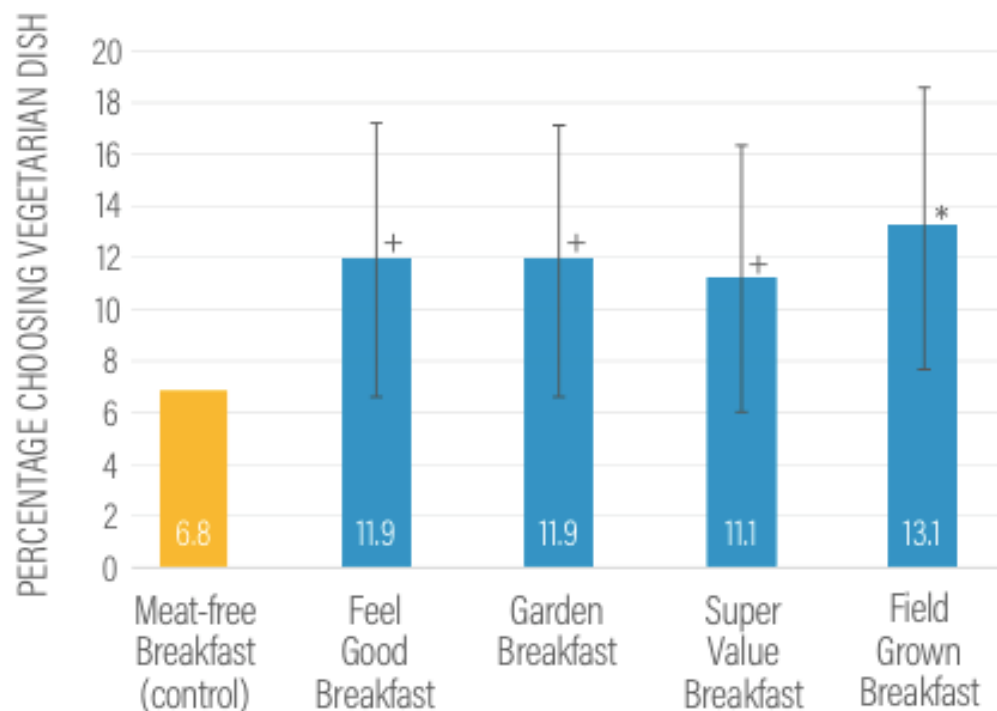
<b>BEEF LASAGNE</b>	£5.00
With garlic bread and side salad	
<b>CHICKEN &amp; HAM PIE</b>	£5.25
With mashed potato, peas and gravy	
<b>CHICKEN TIKKA MASALA</b>	£5.35
With rice and naan bread	
<b>MEAT FREE SAUSAGE AND MASH</b>	£5.00
Meat free sausage and mash with peas or carrots and gravy	
<b>YORKSHIRE HAM, EGGS AND CHIPS</b>	£5.00



N = 1177  
 \*\* p<0.01, \* p<0.05, + p<0.1  
 Note: Primary Analysis  
 Menu 8 (Sausage)

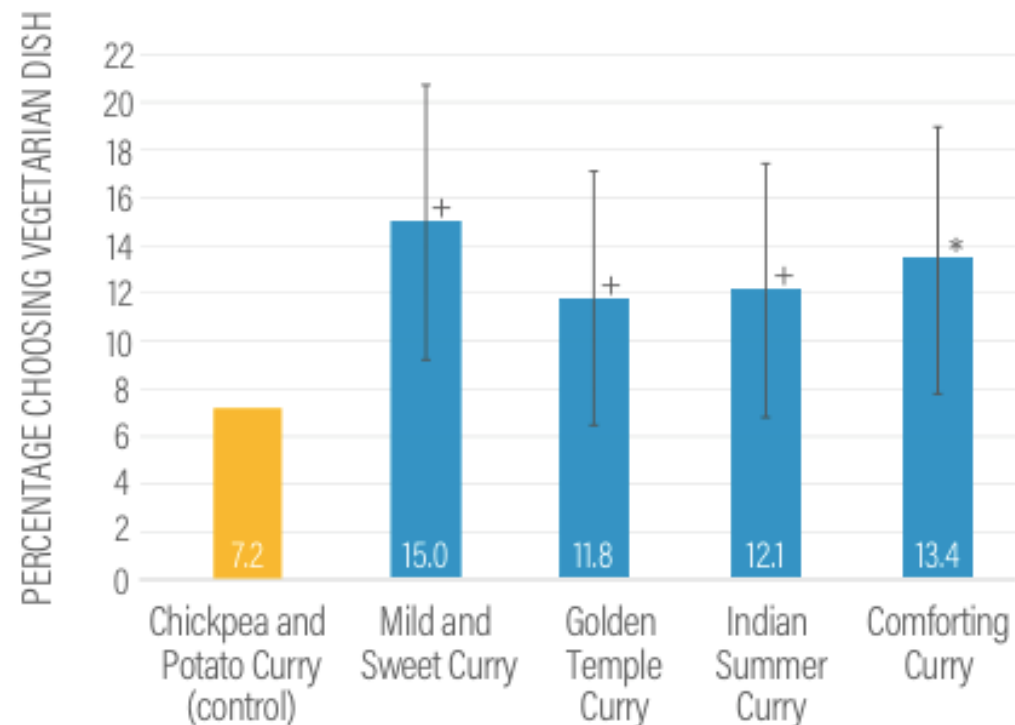
ALTERNATIVE DISH NAMES

# ONLINE RESEARCH: UK



N = 1160  
 \*\* p<0.01, \* p<0.05, + p<0.1  
 Note: Primary Analysis  
 Menu 7 (Breakfast)

ALTERNATIVE DISH NAMES



N = 1160  
 \*\* p<0.01, \* p<0.05, + p<0.1  
 Note: Primary Analysis  
 Menu 6 (Curry)

ALTERNATIVE DISH NAMES

# FIELD STUDY: SAINSBURYS

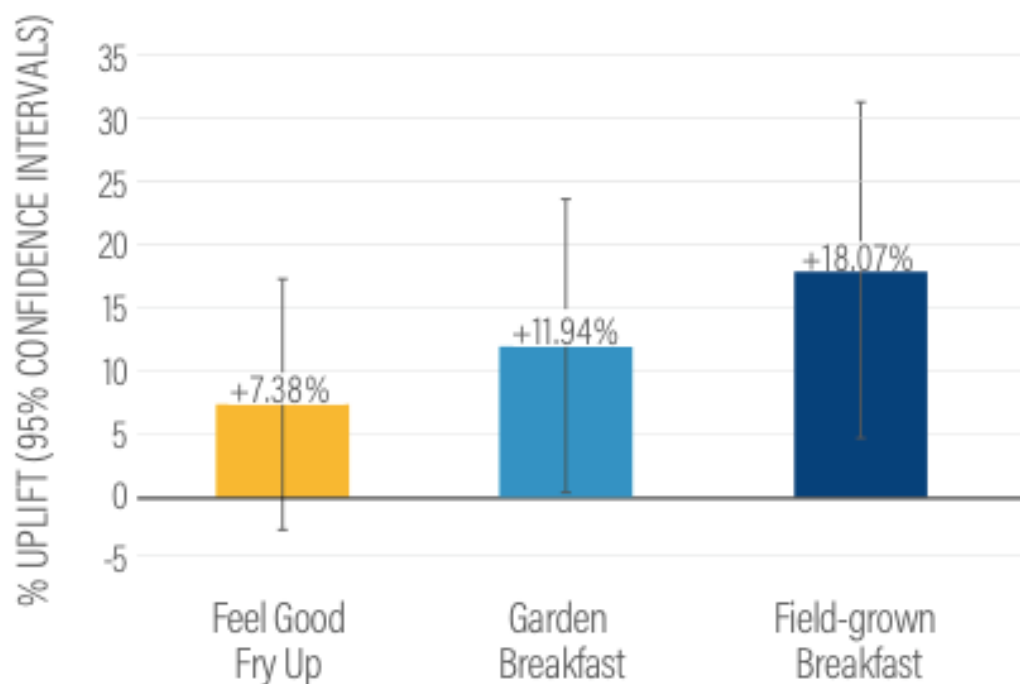
## Methodology

- Tested 8 different names across 3 different dishes
- 10 random assigned café's across the UK
- Compared sales data: 4 weeks with control names, 4 weeks with alternative names:  
August 11<sup>th</sup> – October 11<sup>th</sup> 2017

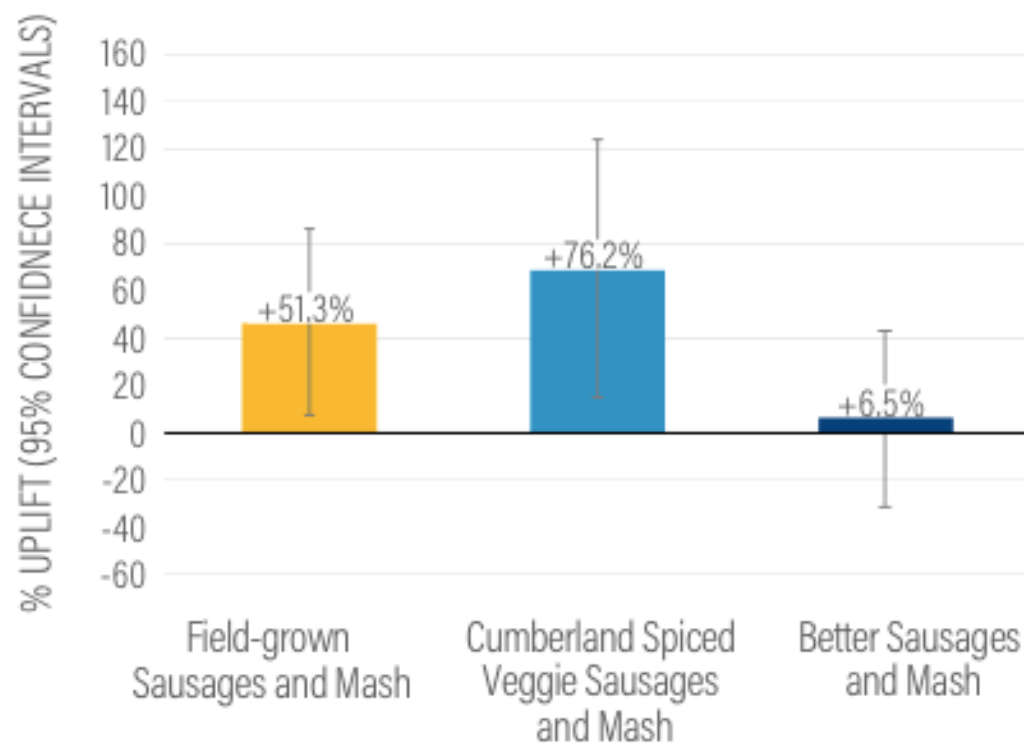


# FIELD STUDY: SAINSBURYS

THE % UPLIFT IN SALES OF THE TARGET VEGETARIAN BREAKFAST DISH "MEAT-FREE BREAKFAST" BETWEEN INTERVENTION VERSUS CONTROL GROUPS



THE % UPLIFT IN SALES OF THE TARGET VEGETARIAN LUNCH DISH "SAUSAGE AND MASH" BETWEEN INTERVENTION VERSUS CONTROL GROUPS





# PANERA: FIELD TRAIL



## Methodology

- Tested 2 different names for the “Low Fat Vegetarian Black Bean Soup”
- “Slow Simmered Black Bean Soup” in 22 locations in Nashville and Lexington areas, “Cuban Black Bean Soup” in 18 cafes in Los Angeles
- Test from January 17 to February 20, 2018
- Compared sales against set of control cafes with similar soup sales data from year before.

## Results

- “Slow Simmered Black Bean Soup” saw no uplift
- “Cuban Black Bean Soup” uplift of +13%

# SOCIAL MEDIA ANALYSIS: UK & US

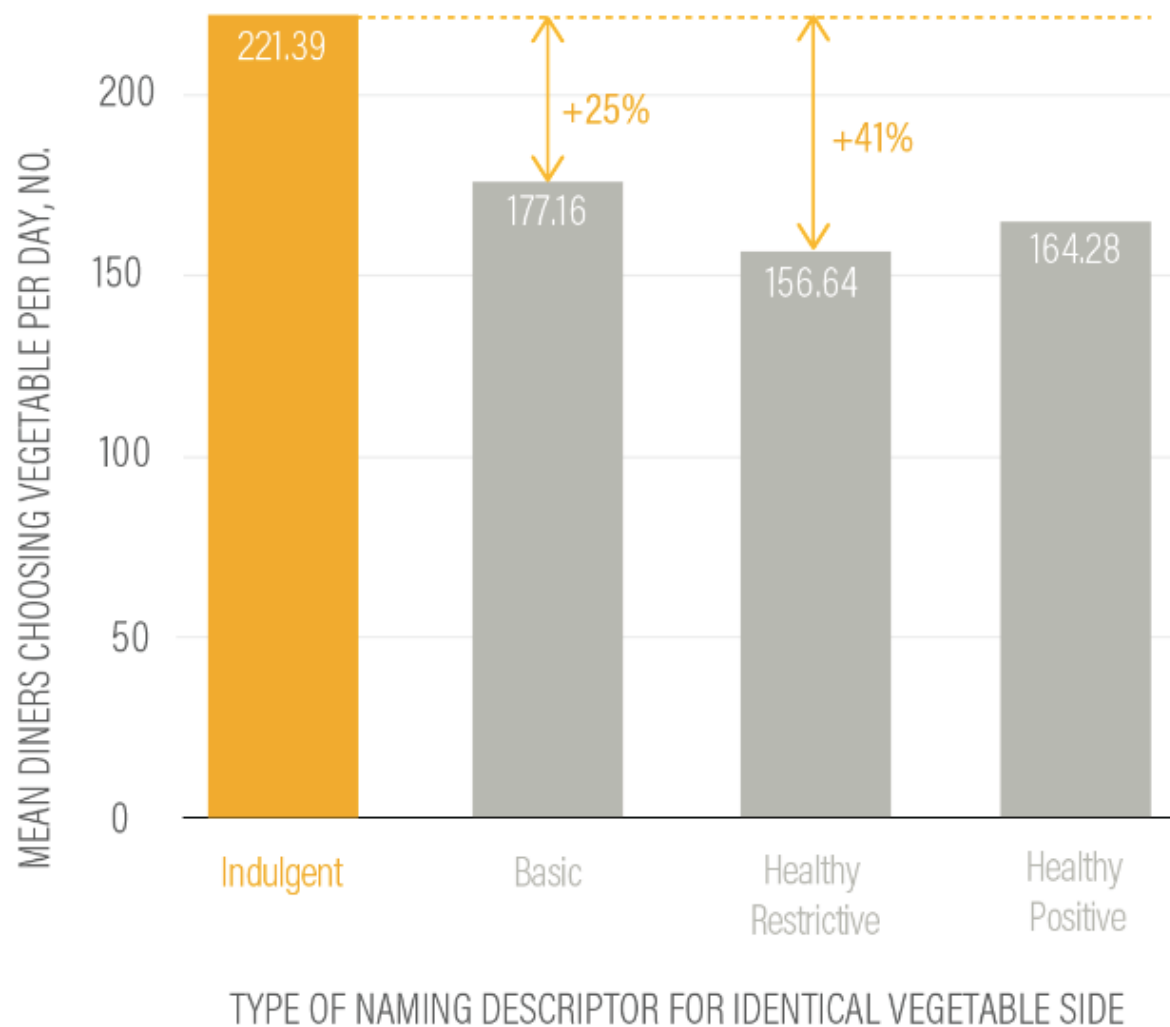
Vegan food is...



# STANFORD: FIELD STUDY

Basic	Indulgent	Healthy Restrictive	Healthy Positive
Beets	Dynamite chili and tangy lime-seasoned beets	Lighter-choice beets with no added sugar	High-antioxidant beets
Corn	Rich buttery roasted sweet corn	Reduced-sodium corn	Vitamin-rich corn
Green beans	Sweet sizzlin' green beans and crispy shallots	Light 'n' low-carb green beans and shallots	Healthy energy-boosting green beans and shallots
Sweet potatoes	Zesty ginger-turmeric sweet potatoes	Cholesterol-free sweet potatoes	Wholesome sweet potato superfood
Butternut squash	Twisted garlic-ginger butternut squash wedges	Butternut squash with no added sugar	Antioxidant-rich butternut squash
Zucchini	Slow-roasted caramelized zucchini bites	Lighter-choice zucchini	Nutritious green zucchini
Bok choy and mushrooms	Tangy ginger bok choy and banzai shiitake mushrooms	Low-sodium bok choy and mushrooms	Wholesome bok choy and mushrooms
Carrots	Twisted citrus-glazed carrots	Carrots with sugar-free citrus dressing	Smart-choice vitamin C citrus carrots

# STANFORD: FIELD STUDY



## IN SUMMARY

### DON'T USE

1. Meat-free
2. Vegan
3. Vegetarian
4. Healthy Restrictive

### DO USE

5. Provenance
6. Flavor
7. Look and Feel

# GOOGLE ROLL OUT

1. Bay Area (incl. Mountain View, Sunnyvale, Palo Alto and San Bruno)
2. New York
3. London
4. San Francisco
5. Dublin
6. Zurich
7. Taiwan
8. Kirkland
9. Seattle
10. Singapore
11. Tokyo
12. Cambridge
13. Sydney
14. Los Angeles
15. Boulder
16. Hyderabad
17. Chicago
18. Tel Aviv
19. Austin
20. São Paulo
21. Paris
22. Pittsburgh
23. Munich
24. Gurgaon
25. Irvine



# GOOGLE: NAMES AND RESULTS

Cafe - BAY AREA (Compass) Mountain View		
Before	After	Results
Lentil Stew	Moroccan Spiced Lentil Stew and Tempeh Tagine	70% uplift Less overproduction going to scales
Sauteed Mixed Radish	Caramelized Radish Trifecta with Citrus Gremolata	30% uplift
Orzo with Feta	Greek Goddess Pasta with Creamy Feta	25% uplift
Falafel	Spiced Panko Crusted Fritter with Ventura Parsley	No uplift



# GOOGLE: NAMES AND RESULTS

Data Centre - AMERICAS (Guckenheimer) Pryor Creek

Before	After	Results
Coconut Curried Veggie	Sweet and Spicy Coconut Stew	30% uplift in production of dishes
Vegetable Mac with Almonds	Farmer's Al-Mac	
Maple Balsamic Tempeh	Sweet and Sour Take Out Tempah	53% reduction in food waste across the board
Eggplant Parmesan with Spicy Marinara	Mangia! Fried Eggplant Parm	





# BRINGING INTERVENTIONS TOGETHER



# The Cool Food Pledge

A new platform to help corporate canteens, restaurants, universities, hospitals, and city facilities provide delicious food while slashing food-related greenhouse gas emissions



WORLD  
RESOURCES  
INSTITUTE



CNCA  
CARBON NEUTRAL CITIES ALLIANCE

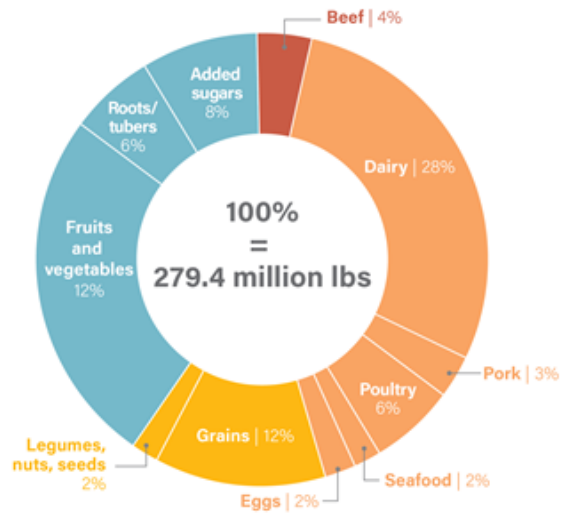


CLIMATE FOCUS

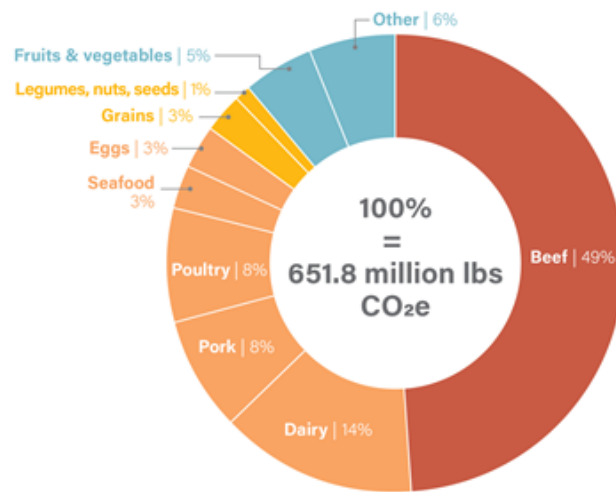


# HOW IT WORKS

## PLEDGE



FOOD PURCHASES



GHG EMISSIONS

## PLAN



## PROMOTE



Initial cohort serve more than 60 million meals per annum. Aim for 40 by end 2019 serving 1bn.

**wework**

**UCSF Health**

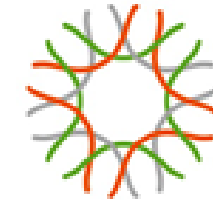
UC San Diego Health



Monde Nissin

**UCDAVIS  
HEALTH**

Morgan Stanley



CALIFORNIA  
ACADEMY OF  
SCIENCES

**UCLA** Health



Premium Burgers

**Genentech**  
*A Member of the Roche Group*

## RESOURCES:

[BetterBuyingLab.org](http://BetterBuyingLab.org)

[wri.org.language-of-food](http://wri.org/language-of-food)

[wri.org/our-work/project/cool-food-pledge](http://wri.org/our-work/project/cool-food-pledge)

[daniel.vennard@wri.org](mailto:daniel.vennard@wri.org)

**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

**Marie Trydeman  
Knudsen**  
Aarhus University





## **MARIE TRYDEMAN KNUDSEN:**

**How do you see livestock's role in the ideal future agriculture and food systems around the world?**

**'Enhancing biodiversity within agricultural systems' – how do you envision that and the transformation towards it?**

**What should land be used for – food, energy, materials?**

**Chemical pollution was not included – why not?**

**With the climate agreements we are normally regulating the national production and not the consumption – how do you see this?**

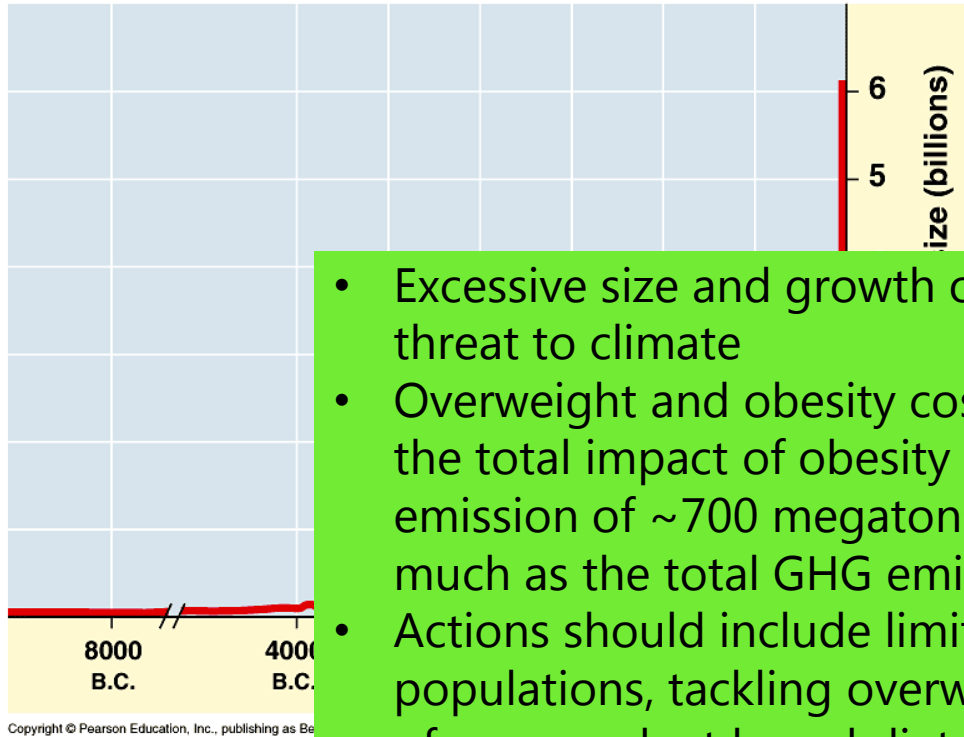
**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

**Arne Astrup**  
University of  
Copenhagen

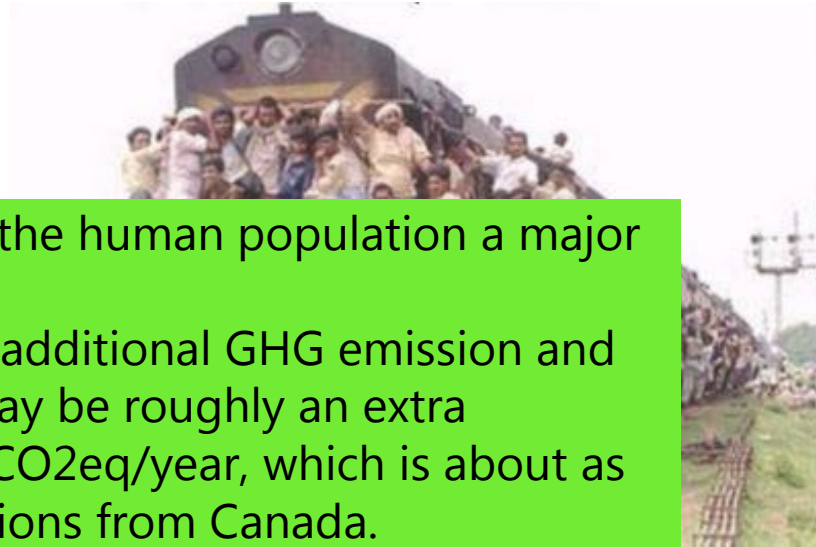






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- Excessive size and growth of the human population a major threat to climate
- Overweight and obesity cost additional GHG emission and the total impact of obesity may be roughly an extra emission of ~700 megatons CO<sub>2</sub>eq/year, which is about as much as the total GHG emissions from Canada.
- Actions should include limitations of continued growth of populations, tackling overweight and obesity in the context of a more plant based diet.
- Recognising potential health risks of eliminating all animal foods – vitamin/mineral deficiencies – need for supplementation



Videnskabsmænd i denne disciplin forudser, at i 2013 vil Verdens befolkning nå de syv milliarder, i 2028 vil vi være otte milliarder, i 2054 ni milliarder, og i år 2200 forventes vi at nå de ti milliarder mennesker på denne planet.

**7,6**

Det fremgår af grafen, at langt den største befolkningstilvækst vil finde sted i udviklingslandene.



**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

# Jakob Jønck

## Simple Feast



**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

**Signe Frese**  
**COOP Denmark**





# Coop and Sustainable Diets

# Biggest change in diets in peace-time!



## Madpyramiden er klimavenlig

Spiser du efter Madpyramidens anbefalinger, kan du reducere din belastning på klimaet med op til 30 procent i forhold til en danskers gennemsnitlige kost. Blandt andet fordi der er skruet ned for kødet og op for det grønne

[Læs mere](#)



# Need for innovation and change in the value chain



## Bæredygtig Superfood-protei...

Skal en lokalproduceret, bæredygtig og velsmagende Superfood med imponerende ernæringsprofil forblive en hemmelighed -

**26.050 kr.**  
af 30.000 kr.

87 backers  
53 dage tilbage

 Rewardprojekt



## Får i vinmarken

Hjælp os med at udskifte traktoren med får

**56.800 kr.**  
af 60.000 kr.

97 backers  
8 dage tilbage

 Rewardprojekt

Thank you



**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

# Jan Johannesen

## Arla Foods



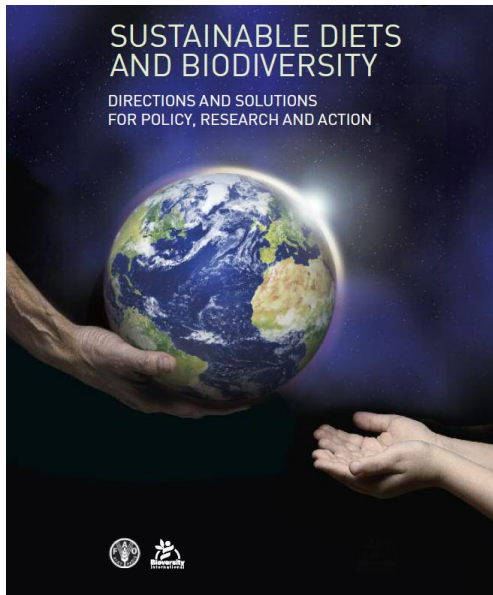


# Sustainable Diets

As defined by FAO and Biodiversity International in 2012

Sustainable Diets are those 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.



# Arla Foods' new Green Ambition

is long term and ambitious, based on science and focus on the most important environmental impacts.

Watch our video >>

<https://youtu.be/mzk7o9fGV0c>



**Sustainability Lecture Series**

**Sustainable Diets - Why and how?**

# Michael Minter CONCITO



# EAT-Lancet vs Danish diets and recommendations

	EAT-Lancet Grams per day	DK-consumption Grams per day	DK-recommendation Grams per day
<b>Vegetables</b>			
Whole grain (rice, corn etc)	232	63	Min 75
Starchy veg. (potatoes)	50	94	
Vegetables	300	236	Min 600
Fruit	200	193	
Legumes (beans)	50	2	
Nuts	25	4	
<b>Meat and dairy</b>			
Dairy products	250	329	250-500
Cheese		47	25
Beef and lamb	7	38	Max 70
Pig	7	77	
Poultry	29	29	
Eggs	13	27	
Fish	28	40	28



[www.concito.dk/klimavenligemadvaner](http://www.concito.dk/klimavenligemadvaner)

Source: CONCITO (2019) based on DTU National Food Institute (2019)