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# CHANGING BEHAVIOUR: FROM POLICY TO TABLE

MOVING THE DIAL TOWARDS  
HEALTHY SUSTAINABLE DIETS

Symposium key messages  
summarised for you.

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# THE EUROPEAN GREEN DEAL: ALTERNATIVE PROTEINS & DIETARY SHIFT

CINDY SCHOUMACHER, EU POLICY OFFICER



## EU FARM TO FORK STRATEGY



One of the elements comprehensively addressing the challenges of sustainable food systems in the European Green Deal is the 'Farm to Fork' strategy.



The primary goal of the 'Farm to Fork' strategy is to create a sustainable food system which ensures environmental, social and economic sustainability.

THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS WILL NOT HAPPEN WITHOUT A SHIFT IN PEOPLE DIETS TOWARDS PLANT-RICH DIETS. THIS IS WHY THE EU ARE FUNDING RESEARCH TO FACILITATE THE SHIFT.

## FACILITATING THE SHIFT



AS PART OF THE 'FARM TO FORK' STRATEGY, RESEARCH HAS BEEN FUNDED LOOKING INTO:

- ✓ ALTERNATIVE PROTEINS SUCH AS FUNGI, MICROALGAE & INSECTS
- ✓ SUSTAINABLE PRODUCTION & PROCESSING METHODS TO GROW PROTEIN-RICH CROPS
- ✓ EDUCATION ON SUSTAINABLE, HEALTHY DIETS IN SCHOOLS



Alternative proteins are one of the key areas of research for a sustainable food system and global food security.



ALTERNATIVE PROTEIN = ALTERNATIVE TO MEAT AND DAIRY THAT ARE PRODUCED IN A SUSTAINABLE AND HEALTHY WAY.

## FUTURE RESEARCH & INNOVATION NEEDS:

ASSESS ENVIRONMENTAL FOOTPRINTS OF ALTERNATIVE PROTEIN FOODS

ASSESS IMPACTS ON HUMAN HEALTH AND BIOAVAILABILITY FOR ALTERNATIVE PROTEINS

MAKE BETTER USE OF FOOD ENVIRONMENTS TO DIVERSIFY THE PROTEIN ON OFFER

PROVIDE EDUCATION TO POLICY MAKERS AND OTHER FOOD SYSTEM PROFESSIONALS ON HOW TO ACHIEVE A DIETARY SHIFT

IDENTIFY DRIVERS AND BARRIERS OF DIETARY CHOICES





# WHERE ARE WE NOW?

## SUSTAINABILITY GAPS IN THE UK & EU

DR ROSEMARY GREEN, ASSOCIATE PROF. IN SUSTAINABILITY

### FOOD SYSTEM IMPACT ON THE ENVIRONMENT



We are exceeding planetary boundaries in our global resource and food and agriculture is a huge part of this problem.

#### FOOD AND AGRICULTURE ACCOUNTS FOR:

- ✓ 26% OF GREENHOUSE GAS EMISSIONS
- ✓ 50% OF LAND USE
- ✓ 70% FRESHWATER USE
- ✓ 78% OCEAN AND FRESHWATER POLLUTION
- ✓ 94% OF MAMMAL BIOMASS (EXCL. HUMANS)

Meeting climate targets and creating a resilient food system will require systemic transformation alongside individual dietary shifts.

### DIETARY SHIFTS TO MEET PLANETARY BOUNDARIES

Many countries need to reduce consumption of red meat, starchy veg and dairy and increase consumption of fruit and veg, nuts, legumes and wholegrains.



People who meet more UK Eatwell Guide recommendations have **7%** less chance of dying early and **30%** lower carbon emissions.

Only around **30%** of people in the UK currently eat this way, and only **1%** follow the Eatwell Guide closely.



### ACHIEVING TARGETS: UK



The UK Committee on Climate Change has set out ways of meeting its net zero target, including a **35-50%** reduction in all meat and dairy consumption by 2050 and a **20%** reduction by 2030.

#### SUGGESTIONS TO ACHIEVE THIS...

- 1 RELY ON CURRENT DOWNWARD TRENDS ON MEAT CONSUMPTION
- 2 TAX MEAT (20%) AND SUBSIDISE FRUIT & VEG WITH REVENUE
- 3 ENCOURAGE MEAT AND DAIRY ALTERNATIVES E.G. PLANT-BASED DRINKS ETC.

Although meat and dairy intake is trending down, we cannot rely on this alone to help the UK meet targets.



Modelling suggests that introducing a meat and dairy tax, in addition to encouraging more alternatives through product innovation would be best to help the UK meet planetary targets.

Increasing veg intake alone can have a significant impact on the environmental footprint of our diets and life expectancy!





# PERSUASION & NUDGING TOWARDS HEALTHIER DIETS

PROF. TIM SMITS, PROFESSOR IN PERSUASION & MARKETING

## CONSCIOUS VS UNCONSCIOUS

Most people's thought and decision processes are unconscious, these are called 'system one' processes. Only a small amount of our thoughts are conscious or 'system two' processes.



Everyday conscious actions like driving or making food choices soon become automatic 'system one' actions.

## FOOD MARKETING & PACKAGING IS IMPORTANT

A study in children found that showing a different cereal package with a smaller vs larger portion size impacted the amount of cereal the children chose to serve into their bowl.



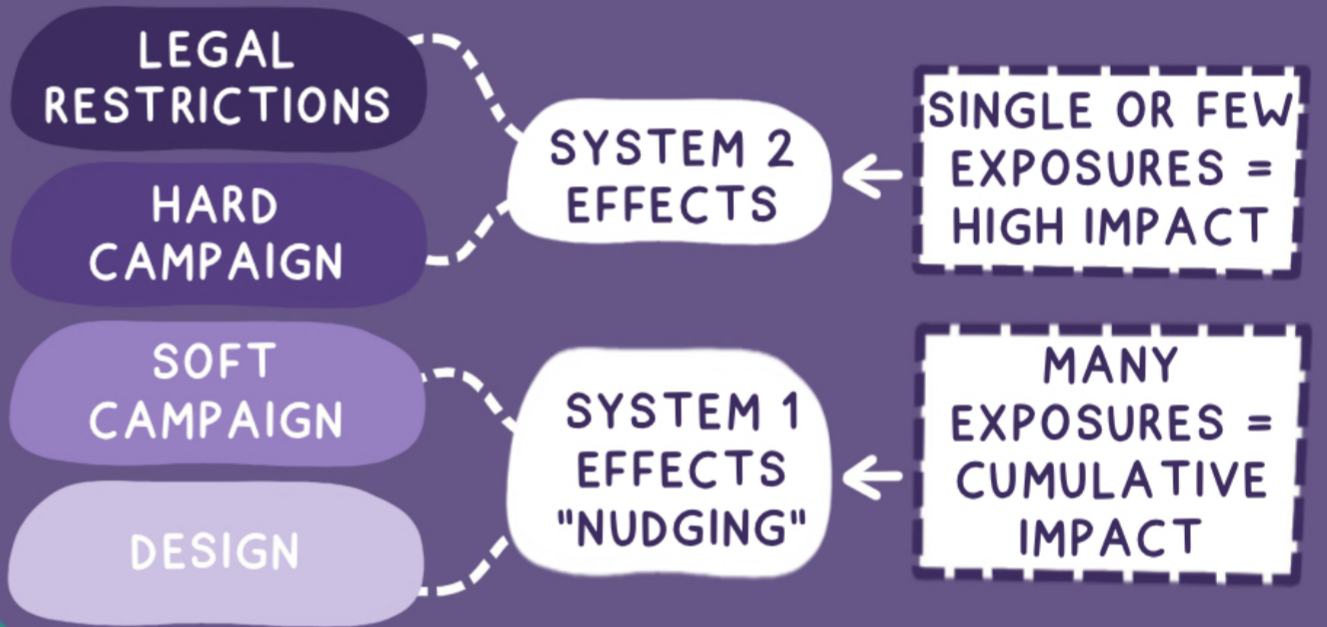
The larger image resulted in a **30% INCREASE** in cereal and milk consumption!

If we want to change peoples attitudes and behaviours towards more healthy and sustainable diets, there are a number of tactics that can target both conscious and unconscious thought processes.



## COMMUNICATIONS TARGETING SYSTEM 1 & 2

It is no longer enough to just communicate with patients and clients to eat healthier. We need lots of little nudges that target the unconscious.



## EFFECTS OF SOCIAL MEDIA



Research suggests that the more unhealthy adverts adolescents see on their social media, the more they consume them. This also works to a lesser extent with healthier foods.

21 adolescents were exposed to **613** food adverts on social media in a week. The majority of these ads were for unhealthy, low nutritious foods.



# ENCOURAGING BEHAVIOURAL SHIFTS TOWARDS SUSTAINABLE DIETS

DR KATE LAFFAN, UNIVERSITY COLLEGE DUBLIN

More sustainable diets means a shift away from an over-reliance on animal-based proteins and a reduction in food waste. There are a number of benefits that can come from moving away from overconsumption of meat and dairy, for health, environment and animal welfare.

## CONSUMER INTENTIONS

A recent (2017) European consumer poll found that **27%** of people were expecting to eat less meat in 5 years' time and **5%** of people expected that they would eat no meat at all.

### REASONS GIVEN FOR SHIFTING AWAY FROM MEAT INCLUDE:

- 1 NEGATIVE HEALTH EFFECTS (40%)
- 2 ANIMAL WELFARE (17%)
- 3 EXPENSE (14%)
- 4 NEGATIVE ENVIRONMENTAL IMPACT (12%)
- 5 LESS COMMON (6%)

1 IN 3 consumers are willing to cut down on red meat.

Research has found that many have the intention and are willing to reduce their meat and dairy consumption for a number of reasons, but people do not always do the things that they intend to do.

## INTENTION-BEHAVIOUR GAPS

Dr Laffan's research found that although **22%** intended to reduce meat and **11%** intended to reduce dairy, there are many contextual factors that may prevent them from doing so.

**COMPANY:** Meat consumption is most likely when people are eating with friends and family.

**MOTIVATION:** If convenience, nutrition or environmental factors were important to a person in the moment they make their decisions, they are less likely to consume meat.

**PLACE:** People are more likely to eat meat when eating out.

**MEAL:** Meat consumption is most likely to occur at dinner, and dairy consumption at breakfast.

**DAY OF THE WEEK:** Sundays are the day where people are most likely to fail to not eat meat.

# FRONT-OF-PACK NUTRITION LABELLING & HEALTHY FOOD CHOICE

DR IINA-MAIJA IKONEN, ASSISTANT PROF. IN MARKETING



Simple nutrition labelling is included on the front of pack to ensure that consumers can make informed decisions more quickly. These include health claims, as well as Nutri-Score labelling.



Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
13%	4%	7%	38%	15%

## NUTRITION LABELLING AS A BARRIER TO PURCHASE

The main driver of food choice is taste. There is a common belief that healthy food is not as tasty as unhealthy food.



The idea that if we tell consumers the food is healthy, they will buy it wrong. Some consumers will interpret this to mean the product is less tasty, making them less likely to buy it.

A study found that using labels that emphasise the taste of healthier products drives consumers to choose more of these foods.



## CONSUMERS ALSO HAVE A PERCEPTION THAT HEALTHIER FOODS COST MORE.

By highlighting the health benefits associated with certain products, we may be inadvertently telling some consumers that this product may be too expensive.



## TYPES OF NUTRITION LABELLING

**REDUCTIVE:** Only gives information from the nutrition facts panel e.g. amount of salt, sugar, fat.

**INTERPRETIVE:** Summarises information from the nutrition facts panel and includes more information on if that is a 'good' or 'bad' thing.

**NUTRIENT SPECIFIC:** Giving information about individual specific nutrients.

**SUMMARY INDICATOR:** Giving information about the overall product, i.e. is the product considered healthy in general?



IT'S NOT CLEAR WHETHER ANY OF THESE TYPES OF NUTRITION LABELS ARE BETTER THAN ANOTHER!

Food labelling and packaging is highly effective. We should implement front-of-pack nutrition labelling but telling consumers what products are healthy is not enough, we need to increase the drive and motivation to eat healthier products by promoting other aspects such as taste and affordability.

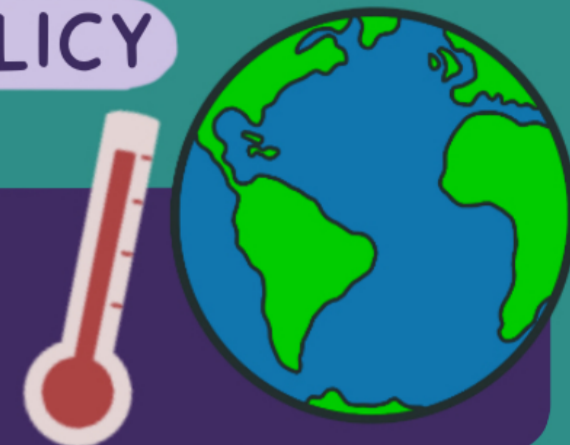




# COMMUNICATING THE ENVIRONMENTAL IMPACT OF RECIPES: APPS & ECOLABELS

DR CHRISTIAN REYNOLDS, CENTRE FOR FOOD POLICY

We are heading towards a warming food system. The two biggest reductions we can make to agricultural greenhouse gas emissions (GHGE) are through reducing food loss and waste, and shifting to more sustainable diets.



## CHANGING THE WAY WE EAT

Whilst there are lots of other consumer and food system related solutions, the key action we can take now as individuals is to change the way we eat!



### COOKING METHODS MATTER:

How we cook foods can make up the majority of the environmental impact of that food, so its important to understand the environmental footprint a recipe may have as a whole.



However, current sustainable dietary guidance is given as ingredients and there is limited translation into sustainable recipes.

Dr Reynolds and colleagues have worked to develop a tool, **FOODEX2**, that can process recipe data from popular recipe websites to provide a nutrition and environmental impact analysis.



### RECIPE

250g FLOUR  
250g BUTTER  
250g MILK  
50g CHEESE  
50g WHOLEGRAIN PASTA  
FIRST MELT THE BUTTER IN A PAN  
ADD FLOUR TO AND STIR FOR 1 MINUTE  
AND WHISK IN THE MILK  
COOK THE SAUCE FOR 10 MINUTES  
ON A MEDIUM HEAT  
ADD THE PASTA  
AND STIR THROUGHLY  
ADD THE CHEESE AND STIR  
UNTIL MELTED

### THE TOOL COMBINES DATA FROM:

- + USDA FOOD DATA CENTRAL
- + MCCANCE AND WIDDOWSON'S COMPOSITION OF FOODS
- + WITH ENVIRONMENTAL DATA FROM POORE AND NEMECEK (2018)

In the future there are possibilities to link the FoodEx2 tool to other food classification systems such as NOVA and NutriScore.

## DOES ECOLABELLING WORK?

Ecolabelling is a voluntary method of environmental performance certification and labelling. There are many different types, from carbon labelling to fairtrade.

!! The problem with communicating environmental data accurately to consumers is that raw figures on environmental measures such as carbon, water and biodiversity are hard to categorise into 'good' and 'bad'. One suggested solution is to communicate it as a % of daily amount, similar to nutrient recommendations.



# PROMOTING SUSTAINABLE HEALTHY EATING AMONG FAMILIES: FOOD WASTE

DR JESS HAINES, PROFESSOR OF APPLIED NUTRITION

**1**  
**3** OF THE FOOD PRODUCED IN THE WORLD IS WASTED

In low-income countries, the majority of food waste happens at the production level, but in high income countries the majority of food is wasted at the household level. Households in high income countries account for approximately **30%** of food waste.

## WHAT IS HOUSEHOLD FOOD WASTE?

**AVOIDABLE FOOD WASTE:** rotten fruit & veg, out-of-date meat, dairy, fish.

**UNAVOIDABLE FOOD WASTE:** Egg shells, coffee grinds, pepper stems.

Research conducted by Dr Jess Haines' study group found that families in Guelph, Canada waste around **3KG** of avoidable food waste each week, which translates to around **18USD** and **23KG** of CO<sub>2</sub> per week. That's **1,196 KG** of CO<sub>2</sub> per year, equivalent to a quarter of the emissions from driving a car!

By wasting good food, families are missing out on valuable calories and nutrients. This study found that **65.5%** of food wasted comes from fruits and vegetables.

## ROCK WHAT YOU'VE GOT

To help families utilise the food they are buying better, the researchers developed the '**ROCK WHAT YOU'VE GOT**' Cookbook.

This free resource includes lots of helpful pointers to help families to reduce food waste, as well as simple family recipes including 2-in-1 recipes, fridge clean out recipes and use it up recipes using whole vegetables.

## DID IT WORK?

A FEASIBILITY STUDY OF THE RESOURCE FOUND:

- ✓ DECREASE IN AVOIDABLE FRUIT AND VEGETABLE WASTE
- ✓ INCREASE IN PARENT'S CONFIDENCE IN DECREASING FOOD WASTE
- ✓ INCREASE IN CHILD'S KNOWLEDGE ABOUT 'BEST BEFORE' DATES
- ✓ INCREASE IN FAMILIES SERVING VEGETABLES

FREE RESOURCES FROM THE STUDY:  
[GUELPHFAMILYHEALTHSTUDY.COM](http://GUELPHFAMILYHEALTHSTUDY.COM)