



Stakeholders' perspectives II

FOOD, CONSUMER TRENDS AND THE ENVIRONMENT

Andrea Kohl

WWF European Policy Office

23 NOVEMBER 2018 - VIENNA

e 20
u 18
- a t

Austrian
Presidency
of the
Council of the
European Union

 Federal Ministry
Republic of Austria
Sustainability and Tourism





Outline



1. The sustainable food systems perspective
2. Deforestation and external dependency
3. Healthy diets and nutritional transition
4. Policies making agronomic and environmental sense

Input from stakeholders





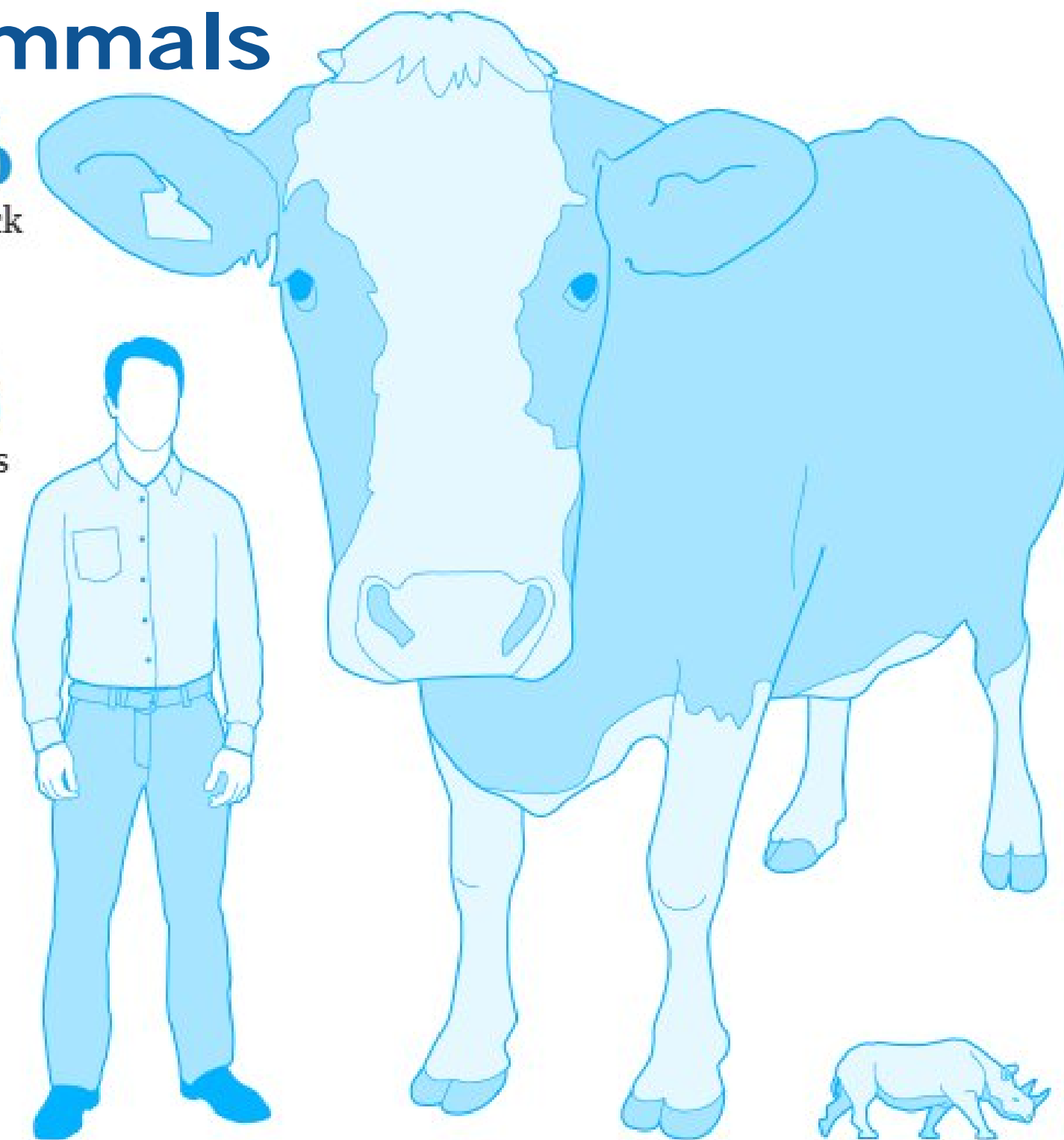
Do not forget the food systems perspective



Distribution of global biomass of land mammals

60%
are livestock

36%
are humans

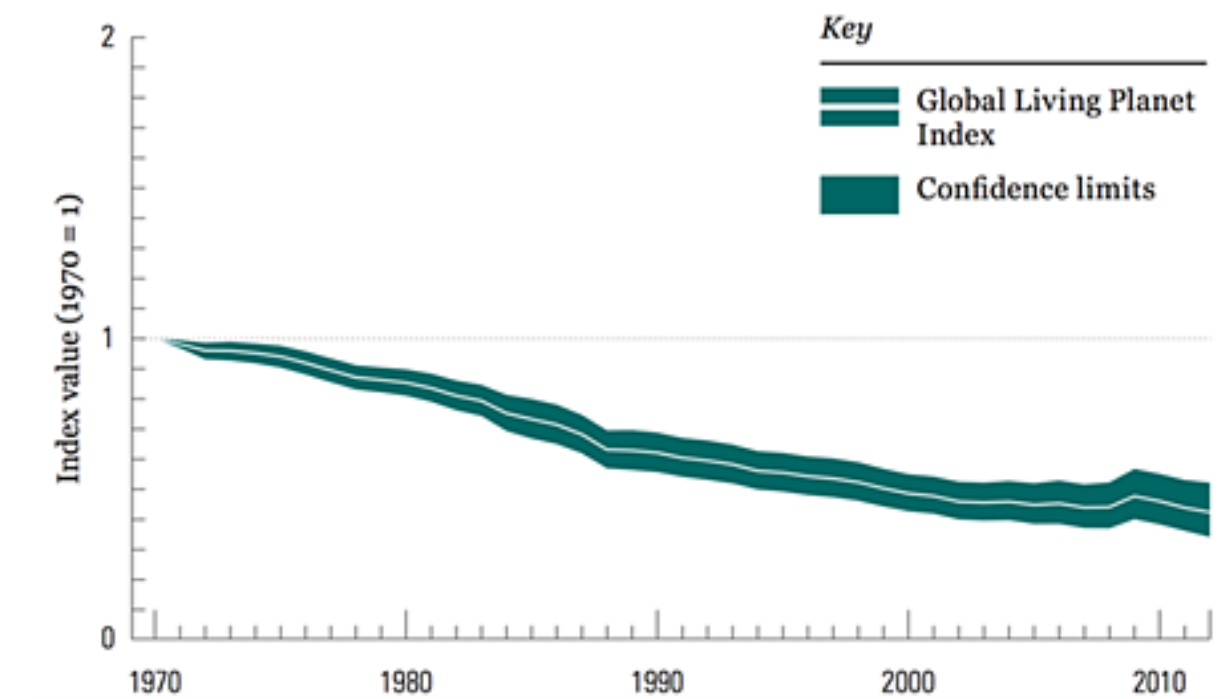


4%
are wild mammals

Source: PNAS Credit: The Guardian

LIVING PLANET INDEX

The Global Living Planet Index shows a decline of 58 per cent (range: -48 to -66 per cent) between 1970 and 2012.



Not much room for wildlife!!!

Do not forget the food systems perspective



Half of European cereals and oilseeds are used for animal feed

Evolution of meat production in the EU (1961-2014 (Mt))

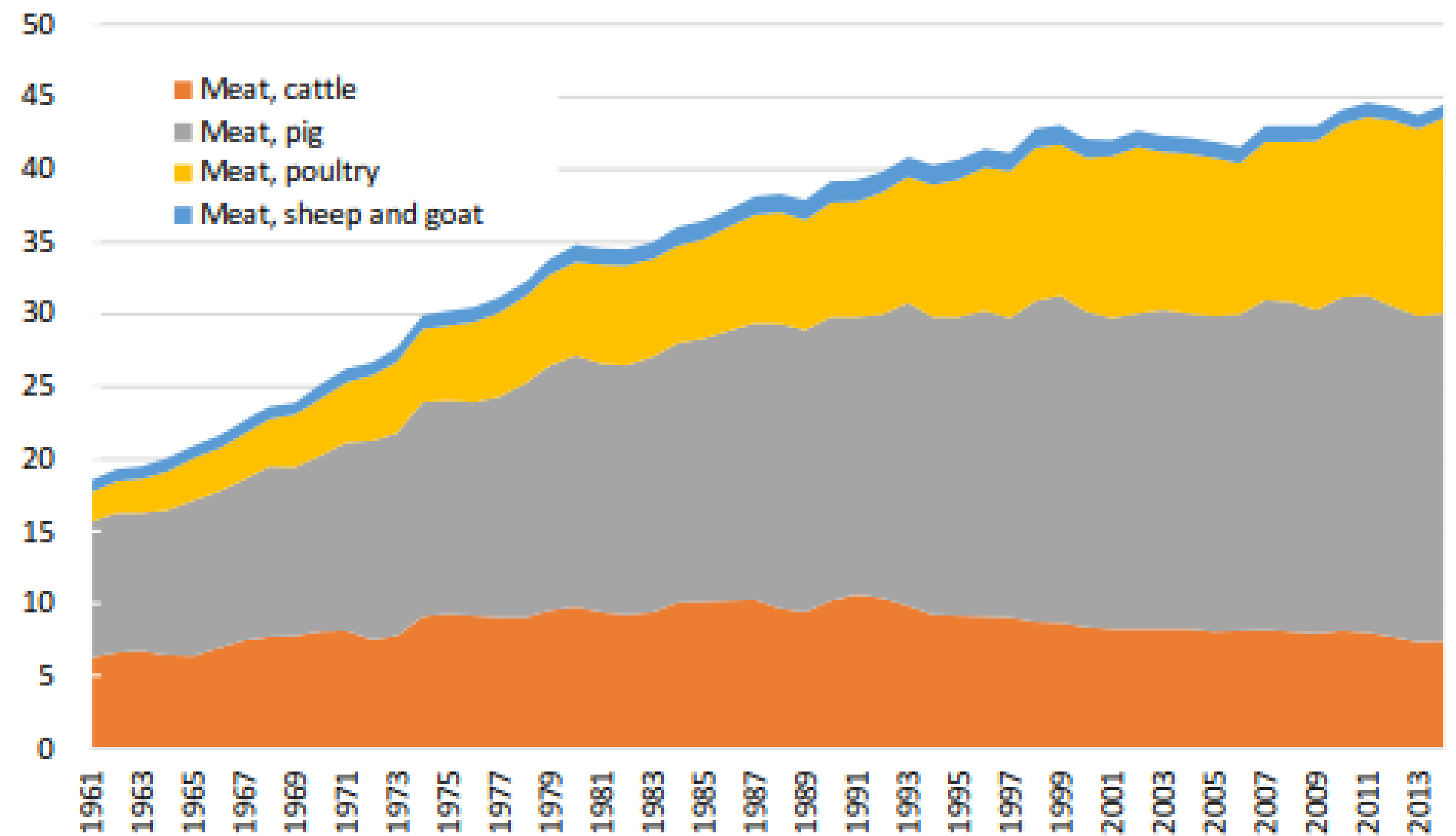


Figure 4. Meat production in the EU28 by species, 1961-2013 (data source: Eurostat)

Do not forget the food systems perspective



- Addressing only “supply challenges” will not lead to a sustainable food system.
- Animal production and consumption are far beyond a safe operating space.
- Reducing demand is crucial to be able to meet our plant protein demand sustainably.

SHARE THIS SOLUTION:



Related Solutions

FOOD



PLANT-RICH DIET

Meat-centric diets come with a steep climate price tag: one-fifth of global emissions. Plant-rich diets dramatically reduce emissions and rates of chronic disease.

Address deforestation outside the EU



#HiddenSoy

EN | FR | NL | PL

THE HIDDEN WORLD OF SOY

IT'S NOT JUST VEGETARIANS WHO EAT IT.

EU consumers eat on average 61kg of soy per year.

How is this possible?

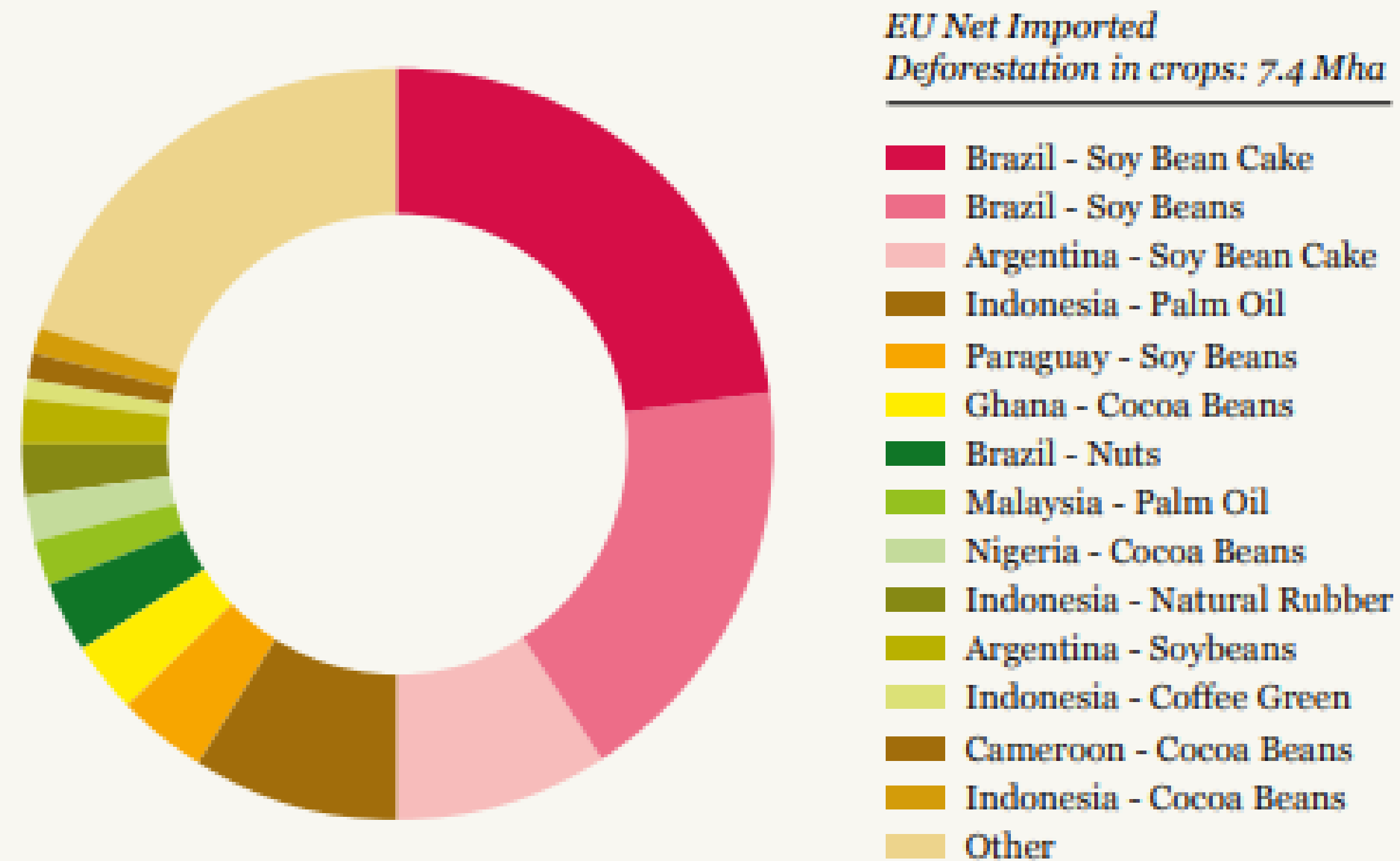
ENTER THE FRIDGE TO FIND OUT 

The complex block is a promotional graphic for WWF's #HiddenSoy campaign. It features a teal background with a white WWF logo in the top left corner. The text is centered and includes a hashtag, language options (EN, FR, NL, PL), a main title, a subtitle, a statistic, a question, and a call to action button with an arrow icon.

Address deforestation outside the EU



Figure 4: Most important crop commodities and countries of origin for deforestation embodied in crop imports into the EU27 (1990-2008)



7.4 million hectares is the surface area of a medium-sized EU country

Source: European Commission. 2013. *The impact of EU consumption on deforestation.*



Address deforestation outside the EU



Civil society organisations including WWF are advocating for an EU Action Plan on deforestation and forest degradation, including:

- More financial and technical assistance to producer countries to protect and restore forests.
- A regulatory framework to ensure that all products linked to the EU market, including finance and investment, are free from deforestation and violation of human rights.
- Forest-specific provisions in EU trade and investment agreements.

Healthy diets and nutritional transition



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.

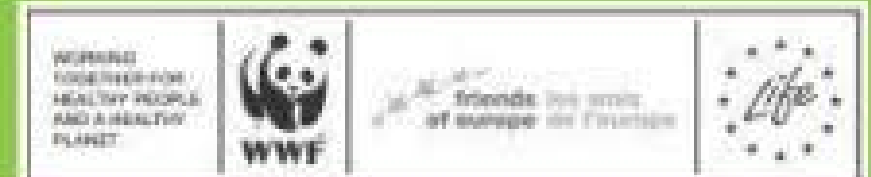
Choose water, avoid sugary drinks and remember that juices only count as one of your 5-a-day however much you drink.



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.

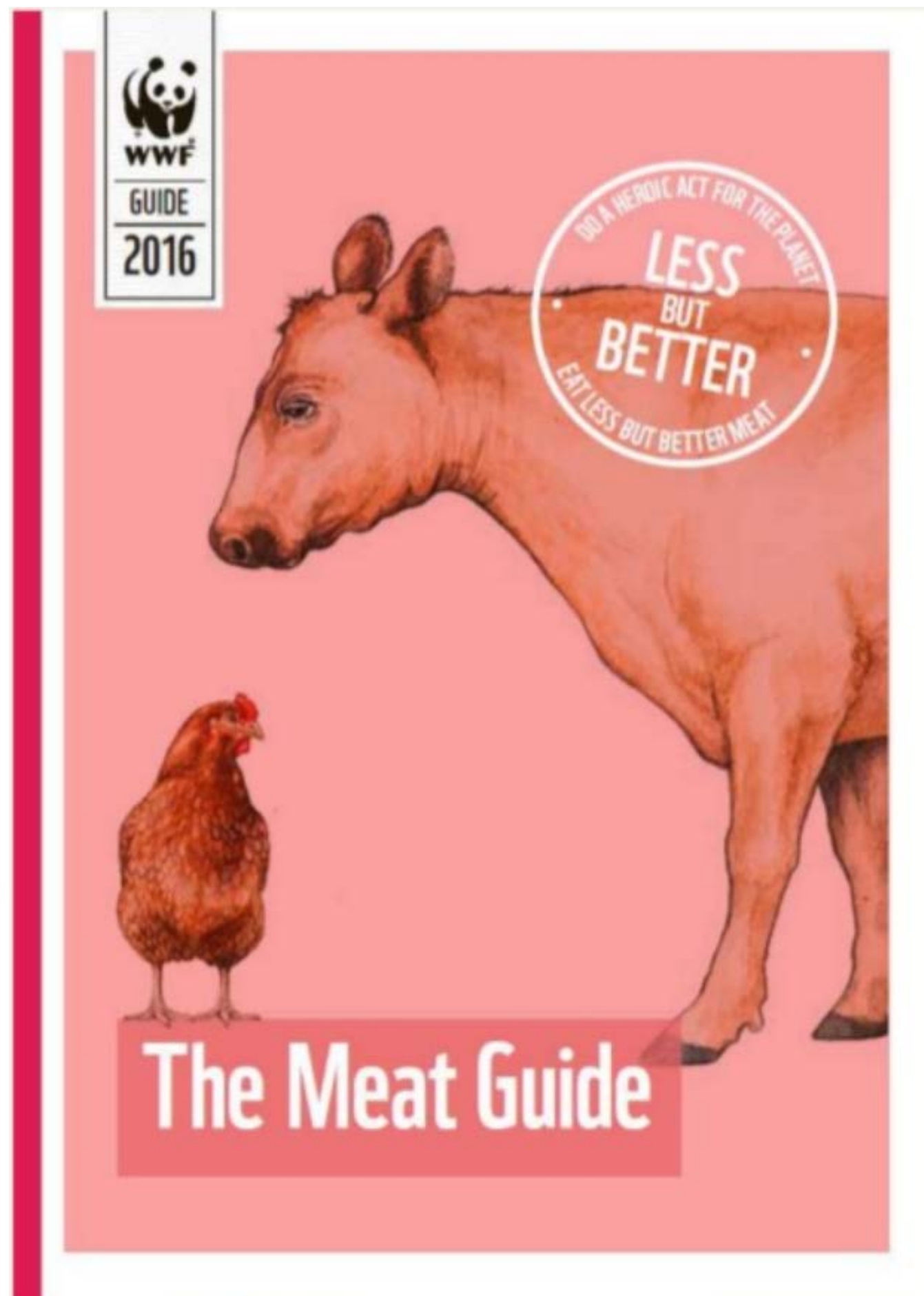
livewellforlife.eu
infolivewell@wwf.org.uk
[@LiveWellFood](https://twitter.com/LiveWellFood)

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.





Healthy diets and nutritional transition



The Meat Guide

	Carbon footprint	Biodiversity	Chemical pesticides	Animal welfare and pasture
BEEF MEAT				
Swedish org pasture-based meat	🔴	🟢	🟢	🟢
Swedish pasture-based meat	🔴	🟢	🟡	🟢
Organic beef meat, KRAV	🔴	🟡	🟢	🟢
Swedish organic beef meat, EU org	🔴	🟡	🟢	🟡
Imported organic beef meat, EU org	🔴	🟡	🟢	🔴
PORK MEAT				
Organic pork meat, KRAV	🟡	🟡	🟢	🟢
Organic pork meat, EU org	🟡	🟡	🟢	🟡
Swedish Seal climate certified pork	🟡	🔴+	🔴	🟡
Swedish Seal labelled pork	🟡	🔴	🔴	🟡
Swedish anonymous* pork	🟡	🔴	🔴	🟡
Danish and German anonymous* pork	🟡!	🔴	🔴	🔴
+ The amount of soy regulated in the climate certification ! High risk of eutrophication due to many animals per area				
CHICKEN AND EGG				
Organic chicken and egg, KRAV	🟢	🟡	🟢	🟢
Organic chicken and egg, EU org	🟢	🟡	🟢	🟡
Swedish Seal climate certified chicken	🟢	🔴+	🔴	🟡
Swedish chicken meat	🟢	🔴	🔴	🟡
Imported anonymous* chicken meat	🟢	🔴	🔴	🔴
Swedish eggs	🟢	🟡	🟡	🟡
Finnish eggs	🟢	?	?	🟡
Danish eggs	🟢	?	?	🔴
+ The amount of soy regulated in the climate certification				
ALTERNATIVES TO MEAT FROM AGRICULTURE				
Organic legumes	🟢	🟢	🟢	---
Legumes	🟢	🟢	🟡	---

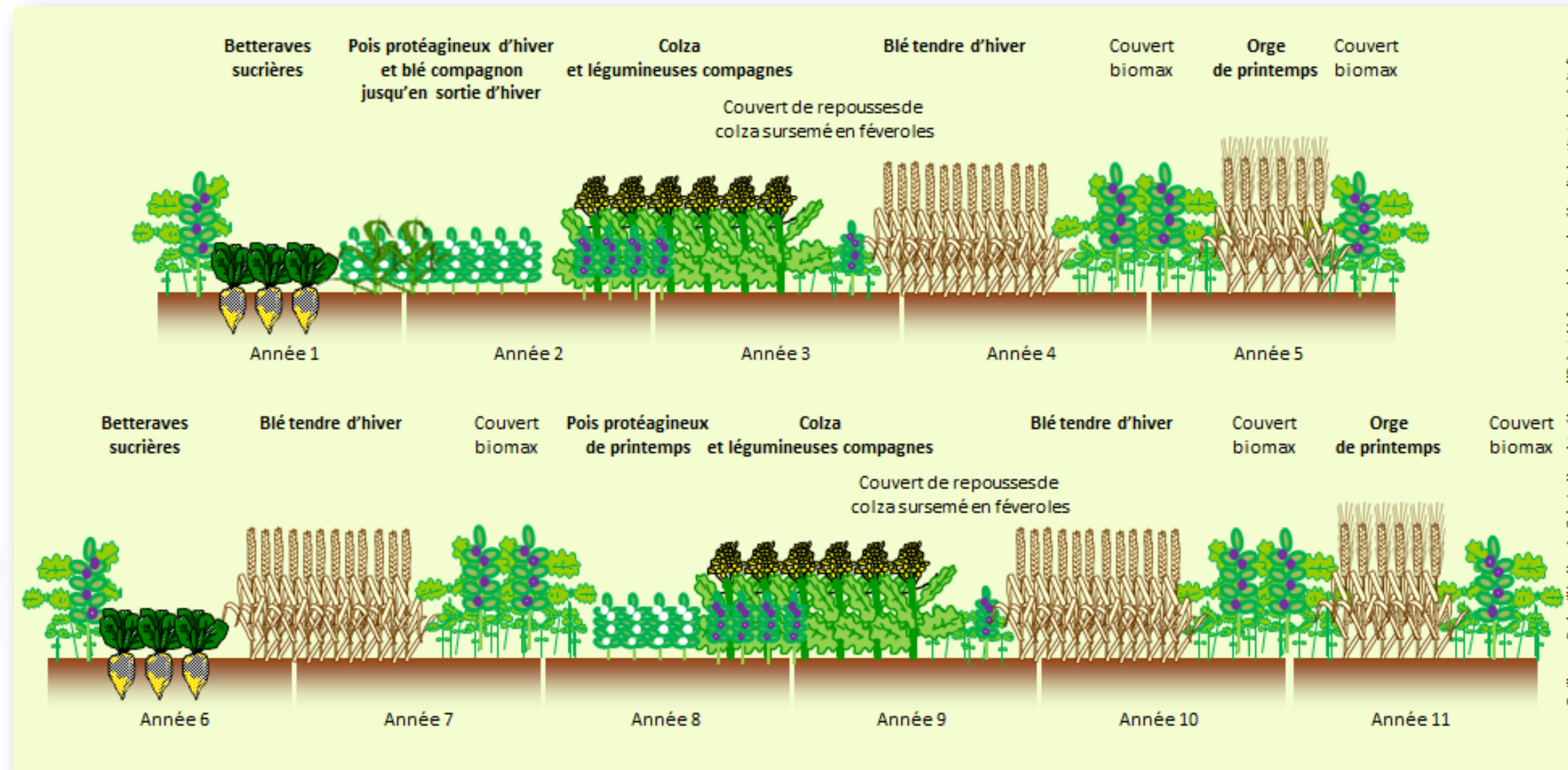


Healthy diets and nutritional transition



- Pulses and other protein-rich plant-based food can help rebalance our diets.
- Benefits for our health and that of our planet.
- Give higher priority to proteins crops for human consumption.

Agronomic and environmental sense



Agronomic and environmental sense



EU bioenergy policy

Agronomic and environmental sense



In the future CAP, we should see:

- Conditionality or Eco-schemes for crop rotation with pulses or other legumes.
- An indicator on the share of leguminous crops in EU's farmland (rather than on bioenergy).
- Investments and sectoral interventions to strengthen the value chain.
- Agro-biodiversity of legumes supported through RD tools.
- Enhanced innovation and advisory services.





Stakeholders' perspectives II



FOOD, CONSUMER TRENDS AND THE ENVIRONMENT

Andrea Kohl

WWF European Policy Office

THANK YOU!

23 NOVEMBER 2018 - VIENNA

e 20
u 18
- a t

Austrian
Presidency
of the
Council of the
European Union

 Federal Ministry
Republic of Austria
Sustainability and Tourism

