

SUSTAINABLE FOOD CONSUMPTION JOURNEY WITH SUSCOF PROJECT

KITCHEN TRAIL



The background features a top-down view of a sandwich on a dark grey plate. The sandwich is made with dark bread and filled with avocado, spinach, and other vegetables. A large, semi-transparent green circle is centered over the sandwich. Inside this circle, there is a white line-art illustration of a leafy branch. The text 'KITCHEN TRAIL 1' is written in large, white, sans-serif capital letters across the middle of the green circle. Below it, the words 'Meal Planning' are written in a smaller, white, serif font. The entire scene is framed by a white background with green diagonal lines radiating from the edges of the central circle.

KITCHEN TRAIL 1

Meal Planning



Can your meal planning make a difference?

Yes! It may make all the difference - for the environment, for the climate, for your health.

And for your economy. In five weeks you may reduce waste so much that you save enough to eat 'free' for one week.

Here's how:





Planning adventures

Planning can be boringly bureaucratic - or a whole adventure, depending on how you see it. When you plan your menus a week ahead, think of it like planning a holiday or an outing. What new things can you discover?





Planning adventures



What's in season? What have we not tasted for a long time?



Is there a birthday or other special day coming up?



Are there days when you already know the cook will be very short of time? Look out some really fast, tasty recipes.



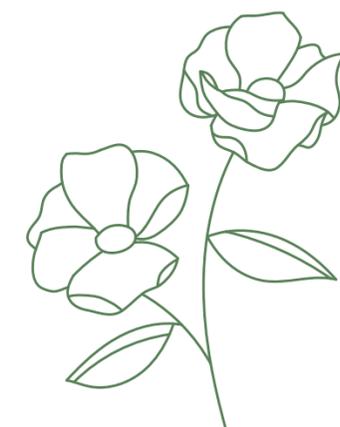
Menu planning can save both time and money. How's your budget? Do you especially need to save money this week?

Get ready for a fun trail!



Basics of meal planning

1. What's your planning style?
2. A healthy balance
3. Follow the seasons
4. What about meat and fish?
5. Check labels
6. Quantities





1. This is my style!

1. I'm a natural planner. I always think a week ahead, make sure all ingredients are in stock. I don't like surprises.
2. I'm an experimenter. I like to look at what's in stock and make something delicious out of it.
3. I'm an explorer. I do my meal planning in the shop when I see what's in season and what's on offer.
4. I'm a risk-taker. If there's nothing I fancy in the fridge, I'll order takeaway.



Which one
is you?



If your answer...

1. Great. So let's check how sustainable your ingredients are.
2. You're probably the 'leftover champion'.
Every household should have one!
3. Good for your economy - and great for the environment, if you stick to seasonal ingredients.
4. Even if you don't like planning, you might enjoy becoming more of an explorer...



2. A healthy balance

Think in colours!

Did you know that foods of the same colour tend to contain similar nutrients? Include plenty of different colours each week.

Think of the pyramid

Most of us learned in school about the 'food pyramid'.

The latest version from Canadian health authorities is a great improvement.





3. Follow the seasons

One of the most effective things you can do to be more sustainable is to buy local seasonal food.

- By eating local seasonal food, we support local farmers. And, we get fresh and tasty food with all the nutrition still in it.
- Many imported fruits and vegetables are deceptive: they may be more or less matured in trucks, yet seem to have natural taste, appearance, and even (artificial) freshness.
- Local and seasonal foods are our natural diet and our bodies have been adapting to them for a long time. Our body may find it harder to digest geographically distant foods.
- And, it's even better if that local, seasonal food is also organic!





8 pluses of local and seasonal foods in a nutshell:



Freshness



Taste



Aroma



Naturalness



Quality



**Without chemical treatments
and additives**



**(Usually) reasonable
price**



Known origin



4. What about meat and fish?

There is a lot of controversy about the sustainability of animal-based vs plant-based diets. The most important fact:

WHAT you eat is far less important than HOW your food was produced.



4. What about meat and fish?

- Most meat is today produced in ways that you'd prefer not to know about. But some meat is actually good for the environment as well as ethical.
- Fish is good - and some species are in danger of extinction.
- Some plant-based food also has terrible environmental consequences, and a lot of the new plant-based products are highly processed and thus probably not very healthy.

Conclusion: Eat what is good for you, but check your sources and buy products that are minimally processed.

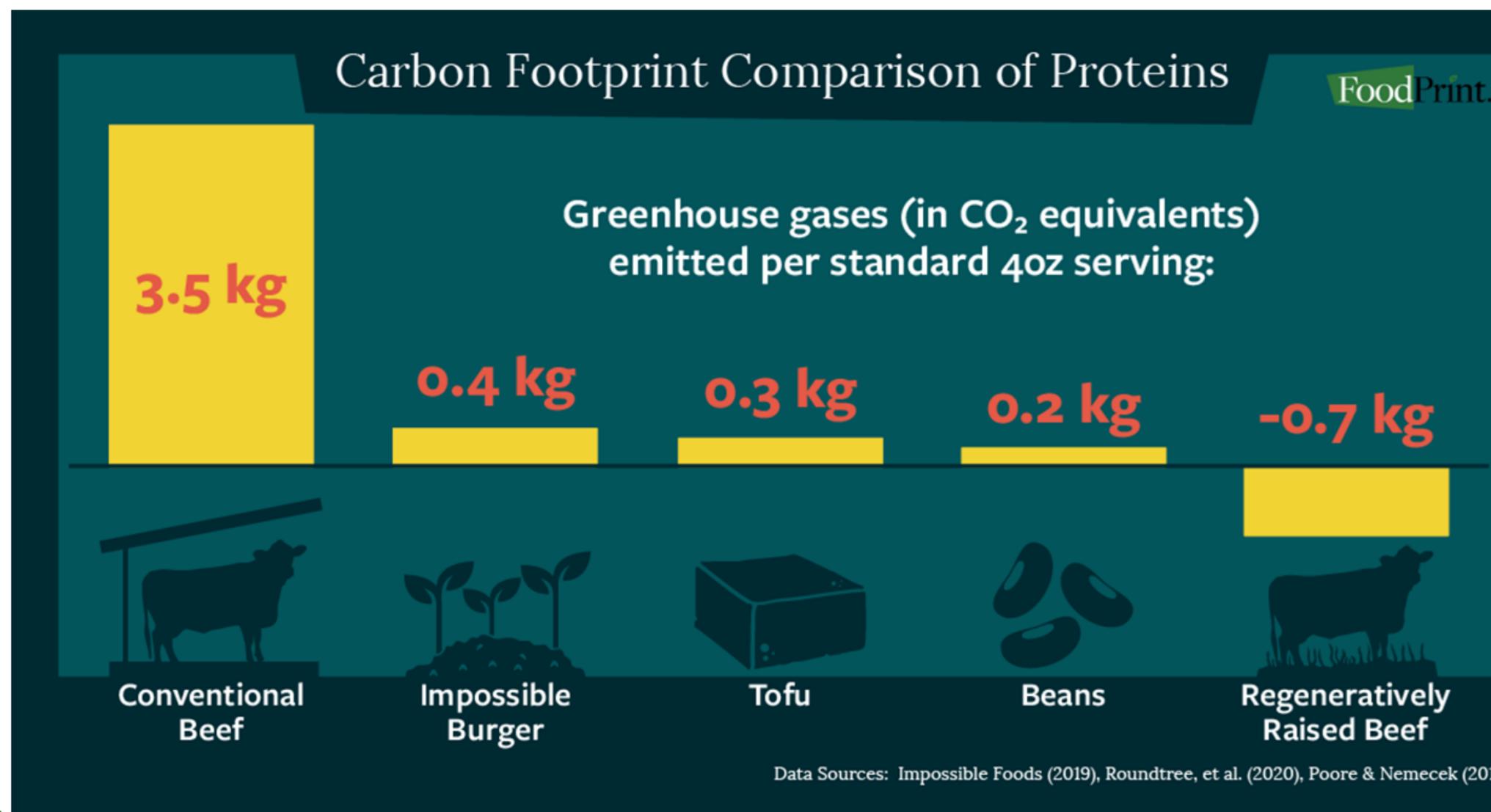
Read on =>





4. Beef: the worst climate villain?

Did you know that beef can be either the worst food to eat, or the best, depending on how it's raised?





4. 'Regenerative' meat

If you buy meat, look for 'regeneratively raised' meat. That means:

- The animals have been well treated, and have eaten only food that is natural to them, with no additives; it should preferably be organically certified and locally produced. Ask your farmer!
- It's called 'regenerative' because this way of raising animals helps to restore the soil.
- By restoring the soil it also creates a 'carbon sink': instead of increasing climate risk, it actually decreases it.





4. Do you know about meat...



- Pastures are huge carbon storage sinks, way more than open fields. That's why beef can be even better for the climate than beans.
 - Grass-fed animals transform the grass, which we cannot eat, into valuable dairy and meat foods.
 - Milk and meat from animals which ate grass and hay, with lots of herbs and flowers, have more omega 3 fatty acids than that from animals which ate a lot of corn or soya beans. Omega 3 is important for the cardiovascular system and the brain.



4. And Fish?

- Roughly 94% of fish stocks are overfished (34%) or approaching the limit (60%), and aquaculture has its own issues. But when responsibly produced, seafood can benefit people, nature and climate.
- For omnivores, it's good to plan at least one fish-based meal a week. Learn which fish in your local shops and markets are
 - 'Redlisted', i.e. in danger of extinction - avoid them!
 - Environmentally certified: MSC for wild fish and ASC for cultivated fish. The labels are controversial and not wholly satisfactory, but they're better than nothing.
 - Reasonably local. Some fish travels the globe in search of customers - not very sustainable.
 - Seasonal: yes, some fish have a 'season', like vegetables. If it's in-season, it's more likely to be locally sourced.





5. Check date labels

Make a quick survey of what you have in stock -
larder, fridge, freezer...



Is there anything close to the
expiry date? See if you can
include it in your plans for this
week.



Remember that 'best before' doesn't
automatically mean that the product is not
'also good after. Drygoods and preserves,
if stored properly, will often be good for a
long time after their 'best before' date.



When in doubt, ask your nose. It
knows.



Congratulations!

Well done! You have completed the
Meal Planning trail.



If you'd like more, test yourself. Go on!



Question 1

Mark all benefits of local and seasonal foods:

- great taste
- artificial freshness
- aroma
- naturalness
- quality
- more chemical treatments and additives
- reasonable price
- known origin





Question 2

What about meat and sustainability?

- Avoid meat, vegetables are always better
- Avoid beef, other meat is generally OK
- Meat is needed for a healthy diet
- Most people in Europe eat more meat than is healthy
- It's not about 'what' to eat but about how it's produced





Question 2

If your answer...

- Avoid meat, vegetables are always better

Think again

- Avoid beef, other meat is generally OK

Not really. For instance, pork and chicken are also often raised under unsustainable conditions.

- Meat is needed for a healthy diet

Very few people actually need meat. Many top athletes are vegetarians.

- Most people in Europe eat more meat than is healthy

True.

- It's not about 'what' to eat but about how it's produced

Absolutely true - not only of meat but also of grains and vegetables.





Question 3

Why is it good to plan for different colours on your plate?

- It looks more appetizing, which makes it easier to digest
- No reason
- It's a way to make sure you get a balance of nutrients
- It looks more artistic





Question 3

If your answer...

- It looks more appetizing, which makes it easier to digest

Probably true

- No reason

Think again...

- It's a way to make sure you get a balance of nutrients

Yes - probably the easiest way to do it!

- It looks more artistic

It's not the main reason, but why not be artistic?





Question 4

What do you do with produce that is at or past its 'best before' date?

- Throw it away, it could be dangerous to eat.
- Follow your nose: if you're going to cook it, and it smells OK, go ahead.
- Ask a friend to taste it.





Question 4

If your answer...

- Throw it away, it could be dangerous to eat.

That would be a waste.

- Follow your nose: if you're going to cook it, and it smells OK, go ahead.

Yes!

- Ask a friend to taste it.

That doesn't sound very friendly...





The SUSCOF project is a European Union project n. 2018-1-TR01-KA204-058739 supported by the Turkish National Agency. The aim of the project is to investigate and change the behavior of adults on food consumption and to raise awareness about sustainable food consumption.

We welcome you to our website and MySusCoF mobile app for detailed information and enriched content.

www.suscof.com

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