

SHOPPING TRAIL

SUSTAINABLE FOOD CONSUMPTION JOURNEY
WITH SUSCOF PROJECT



Shopping Trail 2

More about shopping

1. Call home
2. Sometimes impulse buying is good
3. Are there good days and bad days?
4. Check the competition
5. How about fish?
6. Ethics
7. Ordering online



1. Call Home

In the store, are you suddenly unsure how much is left in the fridge or larder at home?

Don't buy more 'just in case', if there's someone at home you can phone and ask to take a look.



2. Sometimes impulse buying is good

Yes we know: make a shopping list and stick to it. But there are exceptions!

Especially low-cost seasonal fruit and vegetables, including 'funny' ones: the ones that are reduced because they are not perfect in shape or have skin blemishes..

Consider whether you can reasonably stock up, for instance by freezing or - if you have time - preserving. Fresh meat, fish, and some fruit and vegetables (bananas, berries, soft fruit, avocados, broccoli, bread, beans, corn) freeze well.



3. Are there good days and bad days?

When planning your shopping trips, you might save money (and sometimes food waste in the stores) by choosing certain days and times:

- Many shops have discounts on food which is close to the best-before date. Most such offers are on days before the weekend and vacation days. Help them avoid food waste and benefit your economy.
- Some stores offer discounts to people shopping at unusual times. Check if they might suit you.





4. Check the competition

If you have easy access to more than one store, a little research can be profitable...

- Your local stores may have competitive prices and offerings on different days.
- Some stores offer a few very low prices to attract customers whereas their 'standard' prices are high. So those bargains can prove very expensive.



5. How about fish?

If you're shopping for fish or seafood:

- Try a diversity of species
- Check the sources. Internationally known labels are **MSC** for wild fish and **ASC** for cultivated fish.
- Keep a lookout for algae! New products are coming on the market all the time. They could be the next 'big thing'.

6. Ethics

- It's not a perfect system, but there are labels that tell us something about how people are treated in the food chain. The best known internationally is Fair Trade, which certifies that the product has been produced allowing farmers to be paid a fair price for their produce, under reasonable working conditions.
- One problem with such labels is that they are often too complicated or expensive for the really small farmers. But until better solutions come along, they're definitely better than nothing. So choose Fair Trade products when you can!
- Buying from your local farmer is even better because it enables you to make a personal inspection.



7. Ordering online

In many places it's becoming easy and popular to order food products online. It became especially popular during the Covid pandemic, and many people keep the habit. Sustainable or not?



- Great for those with impaired mobility
- You can consider the options in a calm atmosphere at home, less likely to be influenced by clever marketing



- It's not easy for suppliers to keep a high standard of perishables, in particular fruit and vegetables
- Sometimes the amount of packaging can be very high, both of individual items and of the whole order



- Probably the total impact of transport is lower when one delivery van serves many households, as opposed to each household taking a car to the shop
- It may be your best chance to get hold of regenerative meat



7. Ordering online

So if you're ordering online, some things to think about:

- Can you combine online ordering of bulky and heavy items with personal shopping of perishables, especially fruit and vegetables?
- Check your options. Can you find a supplier who
 - ...minimizes packaging?
 - ...offers a good range of organic/eco-labelled products?
 - ...offers a good range of locally-sourced products?
 - ...publishes a sustainability report alongside their financial report?



Success!

You've finished Shopping trail 2.

For more, do the quiz
Or try another action trail,
Or go back to the top.





Question 1

When is impulse buying good?

A. When I forgot to make a shopping list

B. When the supermarket has a supersale of big packs

C. When there's a special offer of local, perishable food that might otherwise be wasted

D. When I just got a bonus and have extra money





If your answer...

A. Maybe you can wait to shop until you have a list?

B. Not such a good idea, unless you're sure you can use it all

C. Yes! Just be sure you can use or preserve it

D. Congratulations! - not such a good reason, though ;)





Question 2

Choosing when and where to shop

- A. I know which of my local shops/markets have the best selection of local, organic and Fair-Trade goods**
- B. I know where to check for sustainable special offers**
- C. I plan my shopping for days when there are most likely to be good offers**
- D. I use feet, bicycle or public transport for my shopping trips**



If your answer...

'yes' to all four, you're a shopping hero!





Question 3

How can you take into account ethics when shopping?

A. By buying products from a local farmer.

B. By looking for the FairTrade logo on the food I buy.

C. Why? The cheaper the better.





If your answer...

A. Right. Buying locally, you can see how workers and animals are treated, be sure to get seasonal produce - and maybe save money!

B. Yes, the Fair Trade logo certifies that farmers have been paid a fair price, under reasonable working conditions. It's not perfect system, but it's a good start!

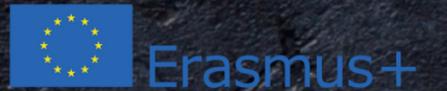
C. If you can afford it, consider the hidden cost of unethical food. Farmers are often underpaid and may be exposed to dangerous chemicals, animals are maltreated, and not least: our lands are being poisoned. Your choice of food can contribute to our collective wellbeing!



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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