



Duncan Williamson – WWF-UK



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WORKING
TOGETHER FOR
HEALTHY PEOPLE
AND A HEALTHY
PLANET



Friends Les amis
of Europe de l'Europe



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Since 2008 at least one major harvest has failed



Worst drought in Texas for 50 years

Floods in Thailand 2010

Floods in Pakistan 2010/2012

Drought in Sahel 2012

Failed crops in Russia 2012

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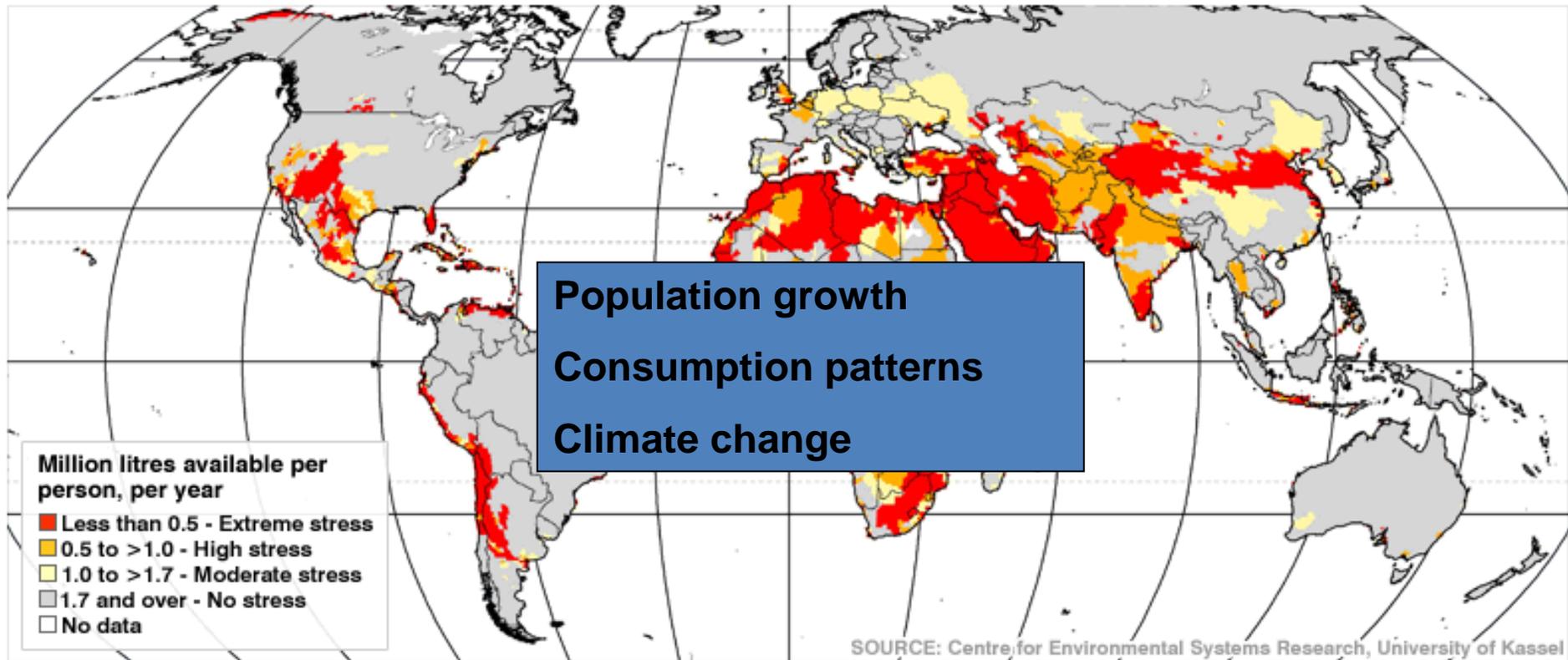
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Water scarcity trends

HOW WATER AVAILABILITY MAY CHANGE, AS TEMPERATURES, POPULATION AND INDUSTRIALISATION INCREASE

2070s



Globally, agriculture responsible for 70% of withdrawals
By 2050 water consumption in agriculture will nearly double

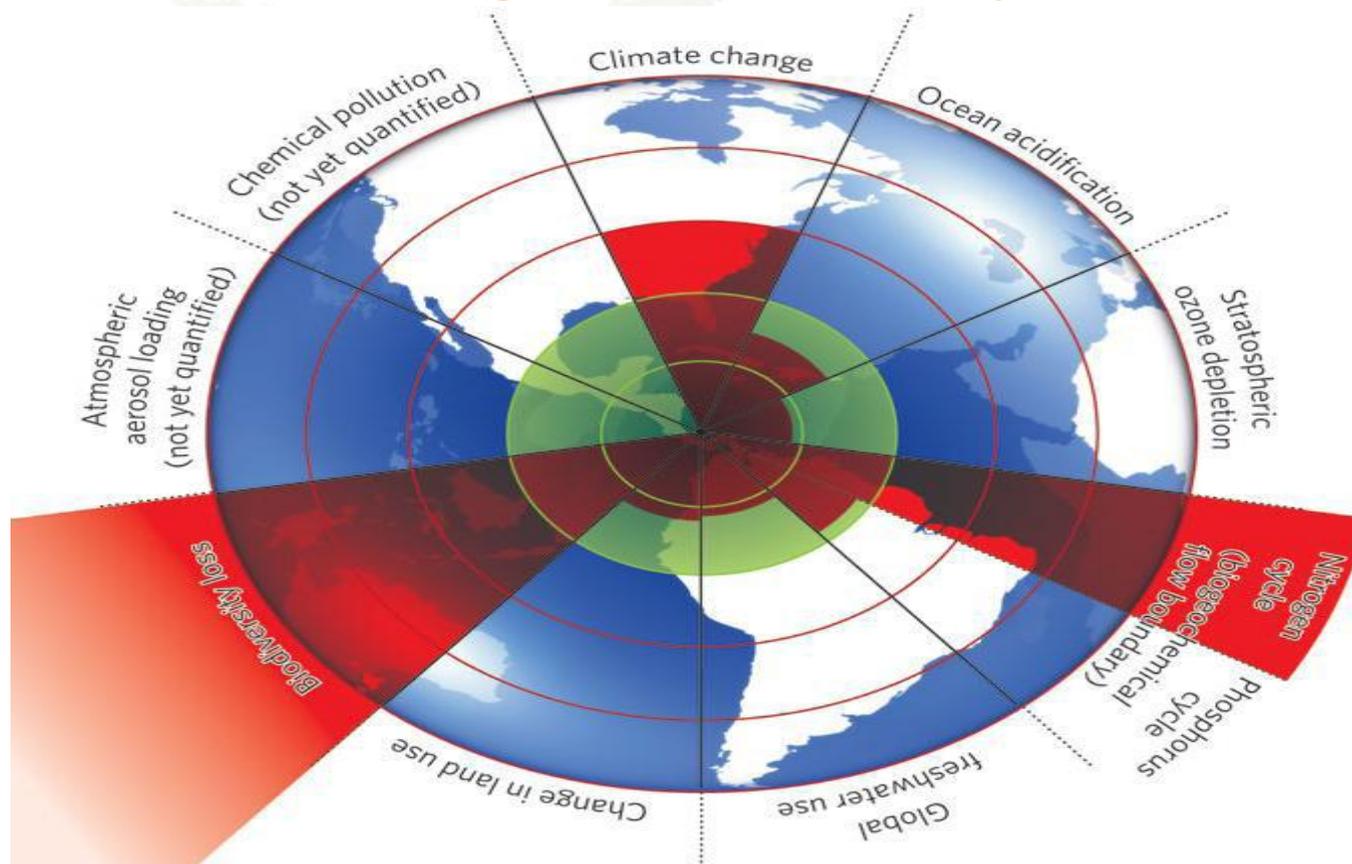


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Three Global Environmental Limits Breached: Carbon, Nitrogen and Biodiversity



A Safe Operating Space for Humanity Rockström et al., *Nature* (24 September 2009)

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“Taxes, incentives, regulations, subsidies, trade and public procurement need to be realigned to favour sustainable consumption and production patterns if the world wants to end poverty” UN High Level Panel on post MDGs

“The global financial and economic crises have shown that poverty and growing inequality are problems for all countries. Production and consumption choices in one place have environmental impacts across the globe.” Jim Leape CEO WWF

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30% wasted



1 billion



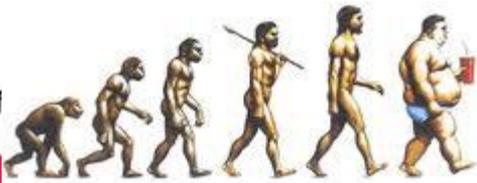
2 billion



1.5 - 2 billion

The shape of things
to come

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Business as usual - unaffordable

Globally \$400 billion Oil subsidies
OECD \$400 billion Agricultural subsidies

Direct costs: £4.2 billion 2011 by 2015 £6 billion by 2050 £10 billion
Indirect costs: £16 billion, rise to £50 billion by 2050

Value of pollinators ecosystem services: \$215 billion (2005)

Source: OECD <http://www.ecosante.org/index2.php?base=OCDE&langs=ENG&langh=ENG>

Gallai, N., Salles, J. M., Settele, J. & Vaissiere, B. E. (2009) Economic valuation of the vulnerability of world agriculture confronted with pollinator decline. *Ecological Economics*, **68**, 810-821



30%

of global greenhouse gas emissions are from food production*

30%

of energy use is for agriculture and food production*

70%

of global freshwater is used for irrigation*

60%

of the world's land surface is used in agriculture and food production**



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What are the answers?

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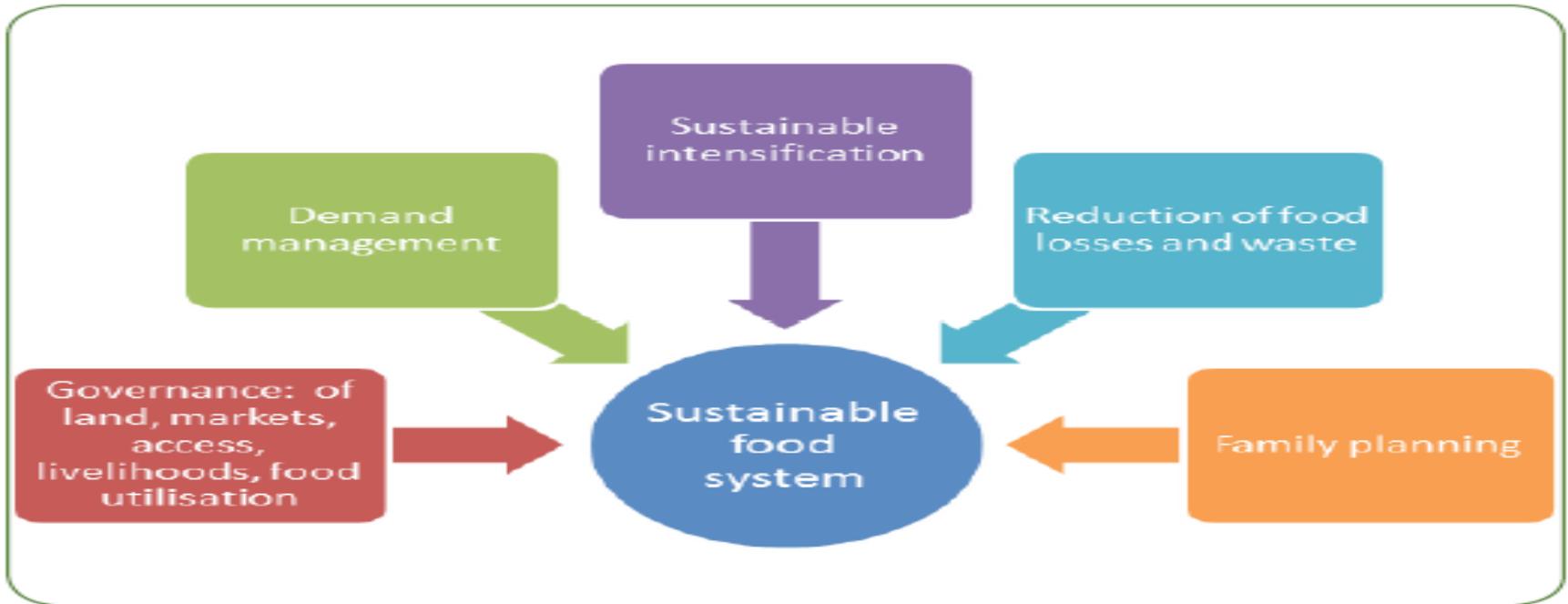


Figure 1: Sustainable intensification in relation to food demand, waste, governance and population



“The solutions are to be found along the whole food value chain - from the farms, through the large companies that need to certify that their products, up to the consumer who need to think switch to a sustainable diet.”

***From:** Avoiding Future Famines: Strengthening the Ecological Basis of Food Security through Sustainable Food Systems - UNEP, The International Fund for Agricultural Development (IFAD), the Food and Agriculture Organization (FAO), the World Bank, the World Food Programme (WFP) and the World Resources Institute (WRI),*

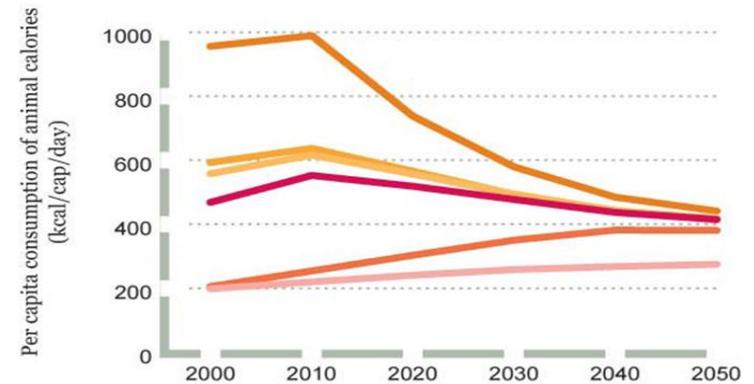
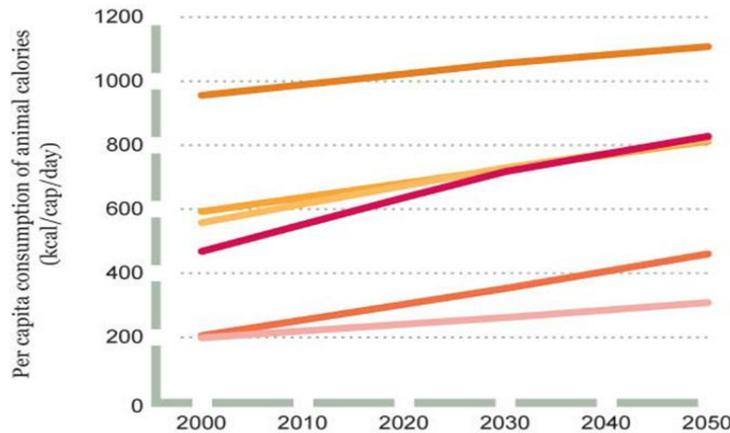
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Room for forests?



Projected animal calorie consumption per day between now and 2050 in different regions under the Do Nothing Scenario (left graph), where per capita consumption continues to follow the current path predicted by the FAO and the Diet Shift Scenario (right graph), where in OECD countries a gradual reduction is achieved through dietary changes and waste reduction, while allowing per capita consumption in other regions, such as South Asia and Sub-Saharan Africa, to increase.

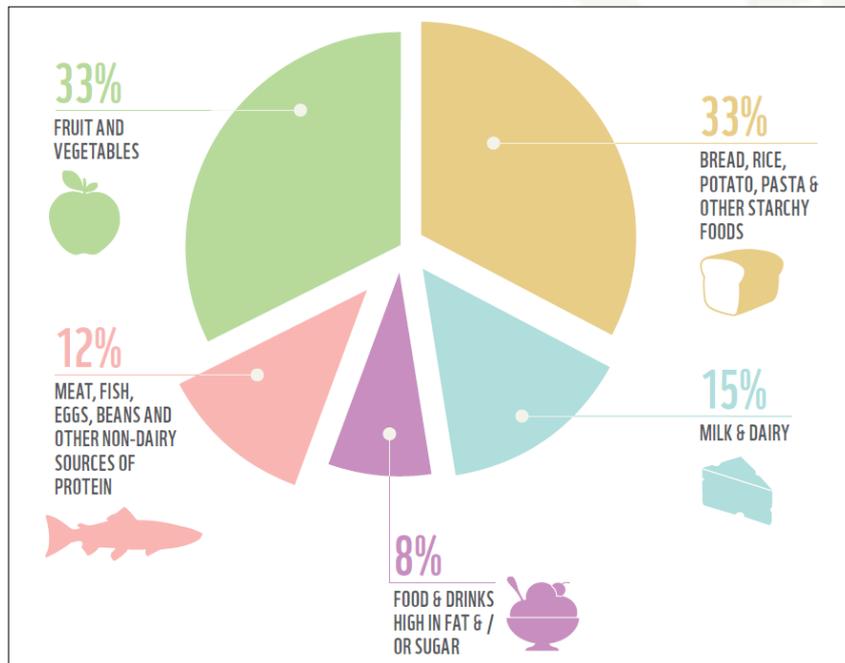
- OECD
- Former Soviet Union
- Latin America
- Rest of Asia
- South Asia
- Africa

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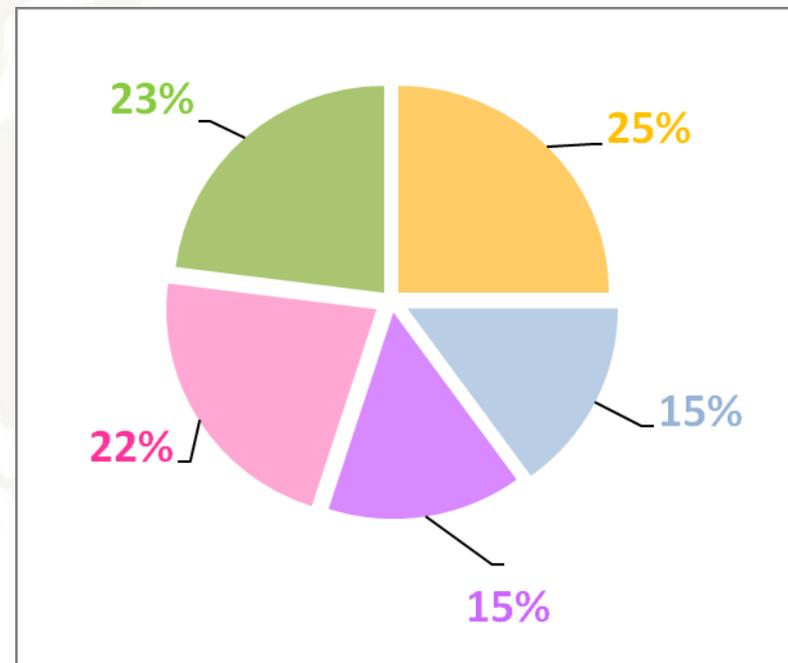


Eating as usual

Eatwell plate



- Current eating habits



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LiveWell for low impact food in Europe

Aim: “to contribute towards the reduction of greenhouse gas emissions from the EU food supply chain by demonstrating what sustainable and healthy diets could look like for different European countries and facilitating a conducive policy environment for implementation.”

- Partners: **WWF UK** (lead), **WWF EPO** and **Friends of Europe**
- Pilot Countries: **France, Spain and Sweden**
- Funding: **€ 2.078.844,50** – 50% contribution of **LIFE** + (EU’s *the financial instrument for the environment*)

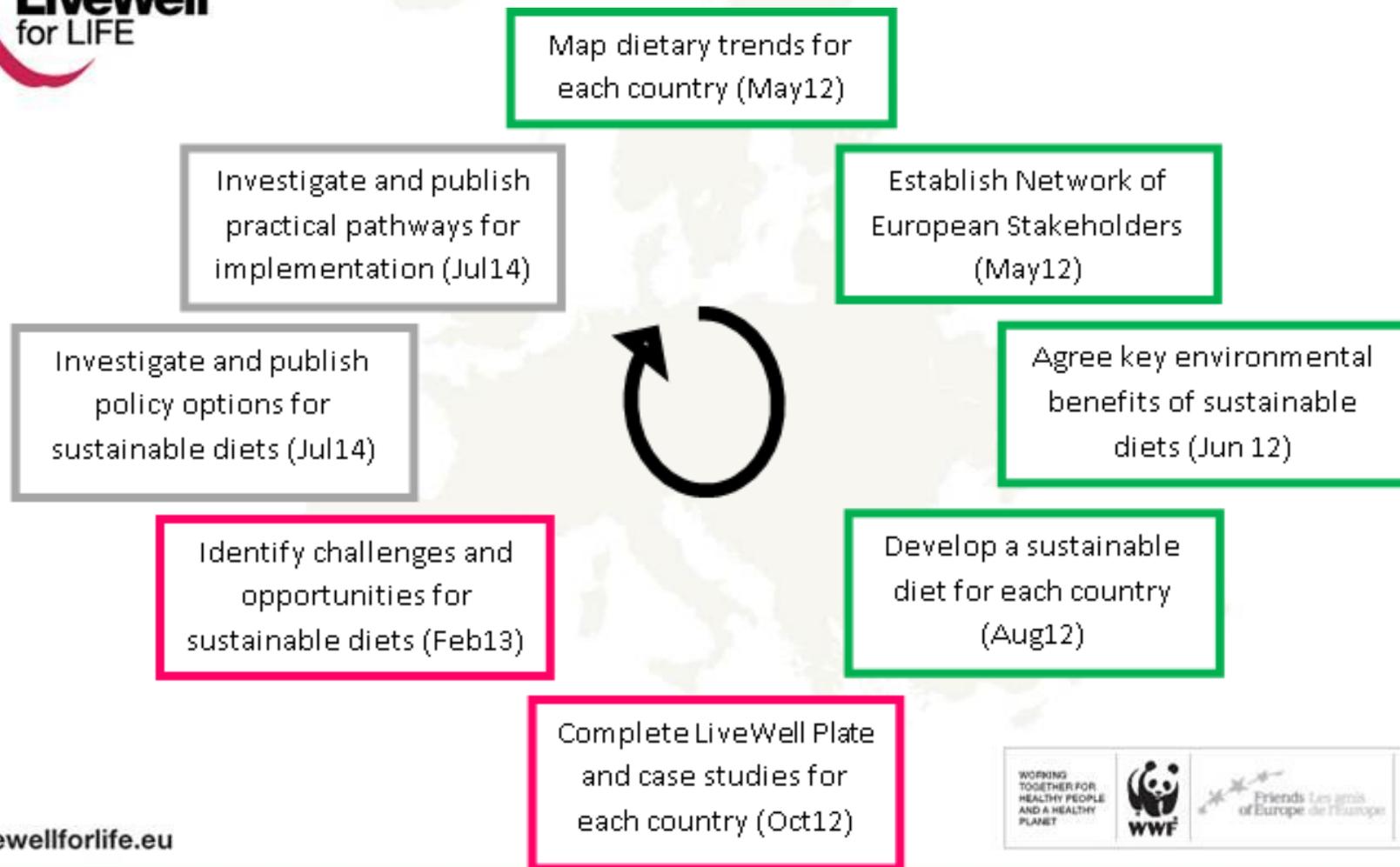
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Project Milestones



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LiveWell – EU policy context

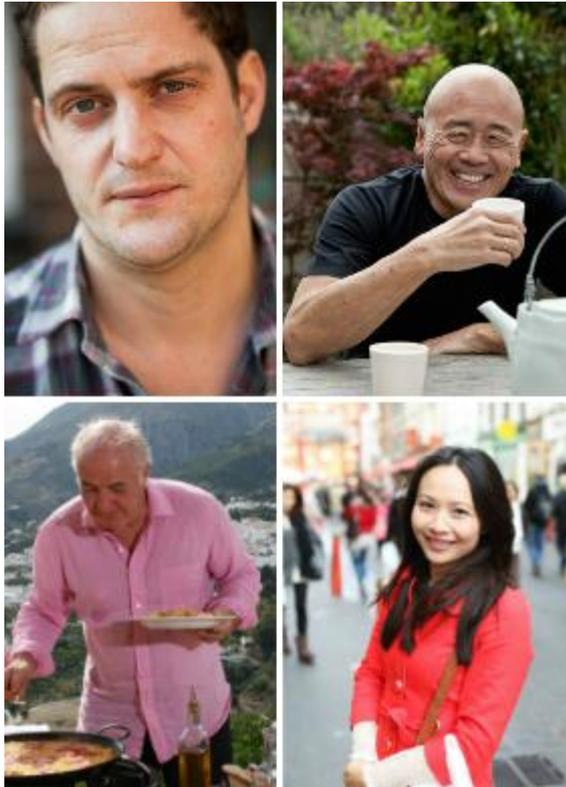
Aim: Make sure there are clear political and policy signals and incentives in the EU for businesses to feel they have the ability to progress sustainable and healthy diets.

LiveWell has a positive role to play in policy discussions relating to GHGe, human health, food security and energy security.

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Rolling-pin ravioli with roast butternut squash and sage
(Rachel de Thample)

Veggie mama stir-fry with sweet potato rice (Ching He Huang)

Red-cooked fish (Ken Hom)

Grilled Fillet of Bass with Beurre Blanc and Spinach (Rick Stein)

Chicken curry with green beans and potato (Valentine Warner)

Lissara duck breast with organic beetroot, salsify, cavolo, saffron and potato (Niall McKenna)

Warm salad of roasted pumpkin, prosciutto and chestnuts
(WWF food team)



Cowboy casserole – great for kids (WWF food team)



Everything in moderation

FIVE SIMPLE RULES FOR A SUSTAINABLE DIET

By making small changes to your diet and following our five simple 'LiveWell' sustainable diet principles, you can help the environment – and eat healthily too!

EAT LESS PROCESSED FOOD

THEY TEND TO BE MORE RESOURCE-INTENSIVE TO PRODUCE AND OFTEN CONTAIN HIGH LEVELS OF SUGAR, SALT AND FAT

WASTE LESS FOOD

UP TO 30% OF WHAT IS BROUGHT HOME IS WASTED

EAT LESS MEAT

WHETHER IT'S RED OR WHITE, MEAT CAN BE A TASTY COMPLEMENT RATHER THAN A CENTREPIECE OF A MEAL

EAT MORE PLANTS

ENJOY FRUIT AND VEG!

BUY FOOD THAT MEETS A CREDIBLE CERTIFIED STANDARD

EXAMPLES INCLUDE FISH CERTIFIED BY THE MARINE STEWARDSHIP COUNCIL, FAIRTRADE COFFEE AND FRUIT, AND MEAT AND EGGS WITH AN RSPCA FREEDOM FOODS LABEL

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8 Principles of a sustainable diet

- 1. **Eat a varied balanced diet** to maintain a healthy body weight.
- 2. **Eat more plant based foods**, including at least five portions of fruit and vegetables per day.
- 3. **Value your food**. Ask about where it comes from and how it is produced. Don't waste it.
- 4. **Moderate your meat consumption**, and enjoy more peas, beans, nuts, and other sources of protein.
- 5. **Choose fish sourced from sustainable stocks**. Seasonality and capture methods are important here too.
- 6. **Include milk and dairy products in your diet** or seek out plant based alternatives, including those that are fortified with additional vitamins and minerals.
- 7. **Drink tap water**
- 8. **Eat fewer foods high in fat, sugar and salt**

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Soy and RTRS



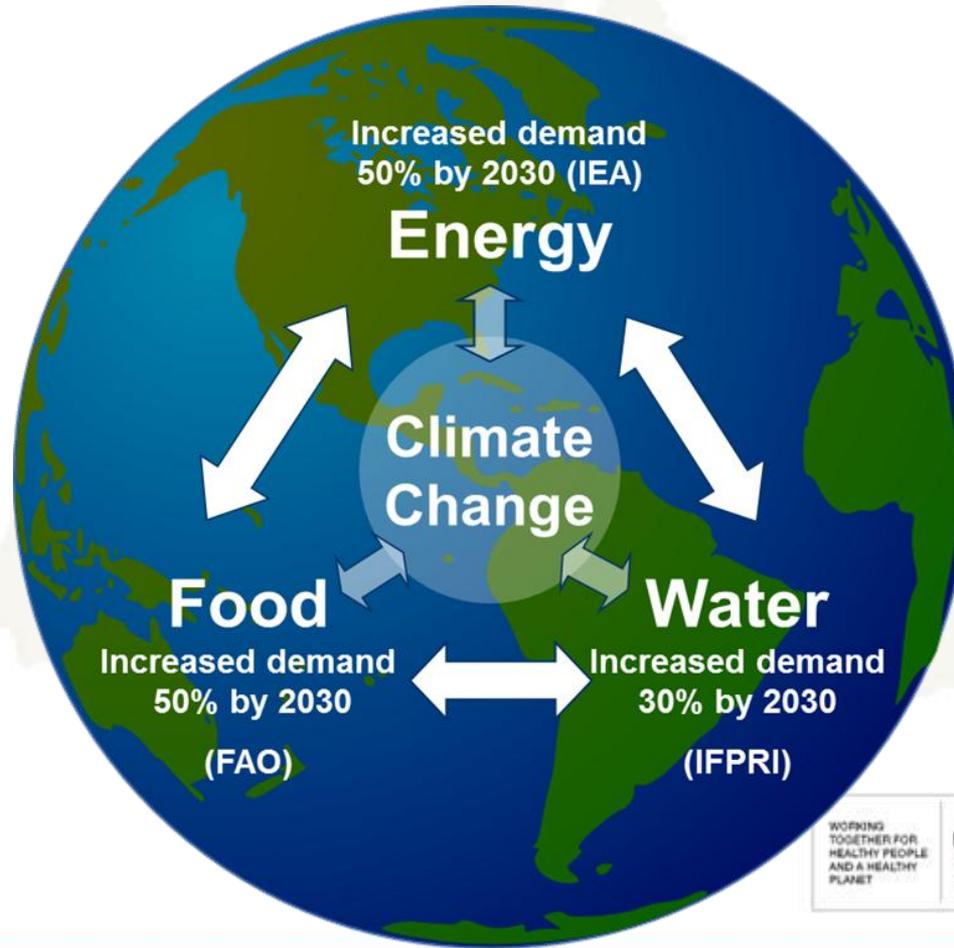
Areal view of Cerrado savannah, Jurena National Park

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Perfect Storm



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Sustainable diet: conclusions

1. The Western diet is *neither* healthy *nor* sustainable (GHG)
2. A healthy diet can be sustainable and affordable
3. LiveWell is a **starting point** for understanding ways of achieving healthy, sustainable diets
4. We don't necessarily need to produce more, just produce better, waste less and distribute more equitably
5. We can feed the planet in a healthy, equitable manner
6. If our diets followed medical advice we would be one steps closer to a sustainable food system
7. We must work along the whole food chain





Thank you

DWilliamson@wwf.org.uk @Duncwilliamson

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