



MIT REZEPTEN

NOCH
Besser

KAUF

☐ dich glücklich

☐ noch mehr

☒ schlau!!!



Your shopping guide for more sustainability!



Erasmus+

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Introduction

Anyone who wants to shop sustainably and in an environmentally friendly way faces many questions: Is there climate-neutral food in the supermarket? Which seals can you trust? Is organic and regional always better? How much food do we actually throw away? Can we feed the world with organic? What about meat? Is the rainforest being cut down for tofu? Are farmers in the Global South paid fairly? Where does the most CO₂ come from when I shop?

And above all: What can I do? **Start with small steps!**

What impact does our food have on the world?

To understand the environmental impact of food on our plates, you have to trace it back to its origin.

Along this path, from production to plate, it is primarily agriculture or aquaculture or fishing, packaging and transportation that have an impact on our environment.

However, other stages along the way are also important - because they often determine how food is grown, processed, stored and traded, or what proportion of the food ends up in the trash. Not only does far too much food end up in the trash, but also packaging.

In the great chaos and overflow of information, cover-ups and embellishments, consumers quickly lose track of the big picture. Unfortunately, we hardly know where our food comes from, how production proceeds and how the resulting waste is disposed of.



On the right track

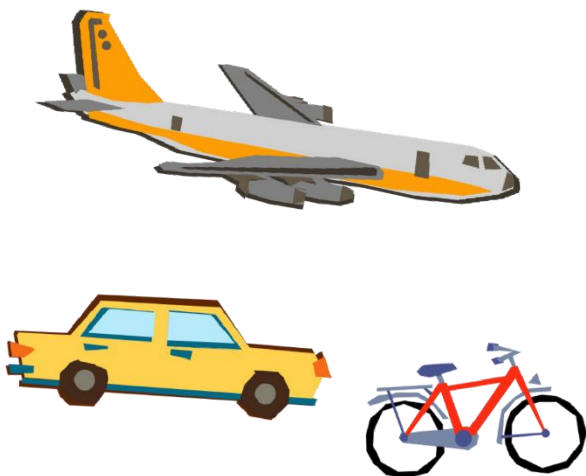
Where does our food come from and how is it produced: we often ask ourselves this, because both have an impact on the environment and our well-being.

The importance of transport for environmental pollution is often overestimated. Only transport by air is really harmful to the environment - products that arrive in Austria by plane should therefore be avoided. Of course, transport by truck and ship also causes emissions and environmental pollution. What few of us are aware of, however, is that when we go shopping by car, we usually contribute more CO₂ to the footprint of our food than the actual transport from the growing area to the supermarket!

One thing is for sure, there are often big differences between products of the same product group in terms of environmental impact, depending on how they are produced, packaged or transported.

By the way, organic tofu usually comes from Austria. In the meantime, soybeans are also grown here and are a valuable component of many crop rotations.

We prefer to walk or ride our bikes if it's a short distance. If you are dependent on your car, then it is most environmentally friendly to make a large purchase on stock. Maybe you can manage with one purchase per week. Best of all, if possible, carpool: it's often more fun together.



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A heavy pack

Anyone who is concerned with the origin, transport and environmental impact of our food will quickly be confronted with terms such as CO₂ footprint, life cycle assessment or ecological footprint. Why are they important?

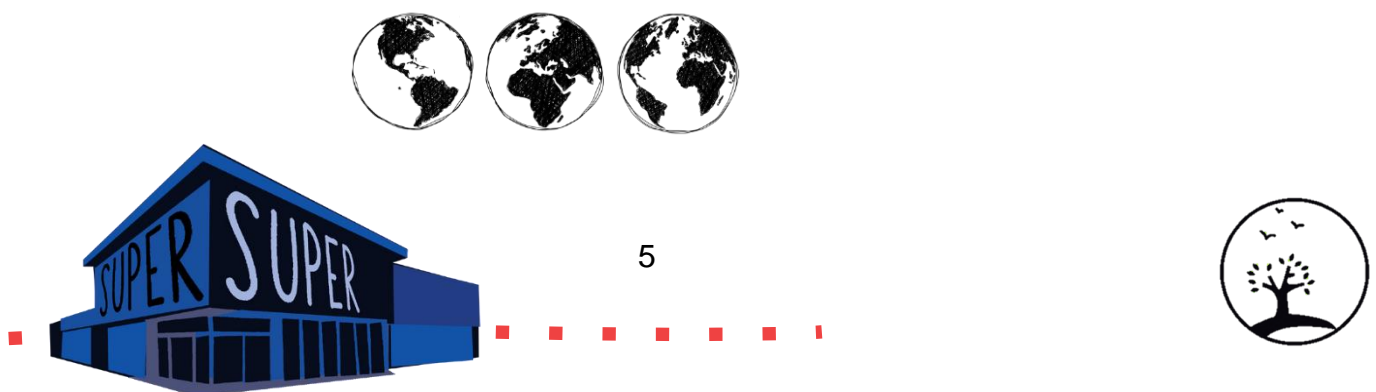
Some of these terms refer only to the climate, for example, as in the case of the carbon footprint, while others attempt to depict various environmental impacts, such as the life cycle assessment. In all approaches, an attempt is made to illuminate the effects of the creation of a particular product from the beginning to the end.

The ecological footprint focuses on how much land is consumed by one's lifestyle. It is made up of various factors that relate to the global area of the earth, but also to the CO₂ consumption in everyday life.

All this helps us to understand where in a supply chain environmental problems occur. Appropriate measures can then be taken to make possible improvements.

By comparing products in this way, it is possible to see which is the most environmentally friendly. However, it must be taken into account that it is just as easy to cheat with climate balances as with economic balances - transparency and easy traceability are therefore particularly important here!

The ecological footprint can be calculated for the whole of humanity: then it shows how far we have already exceeded the Earth's capacities. This moment is called "Earth Overshoot Day". At the moment we are consuming 1.7 Earths globally. If all people would live like us, in Austria, we would need almost 3 planets.



Kilos of CO₂ per kilo of product

For many foods, the type of agricultural production is of particular importance.

The greenhouse tomato from Austria loses hands down to the organic variety from Spain. Why? All greenhouses need to be heated! The same goes for strawberries!

The big surprise is the canned pineapple, its footprint is actually quite acceptable for an imported product, but only if it does not arrive here as fresh fruit by plane!

The climate impact is then 10 times as big! Conventional fruit and vegetables from Austria that do NOT come from the greenhouse have about the same values as imported organic goods.



Our daily bread

One thing is clear: We humans have to eat! And our food comes from nature: be it from fields or pastures, from stables or the sea.

Today, about 8 billion people live on our planet - by 2050, it is expected to be 10 billion. There is less and less space left for nature. Above all, because conventional agriculture has become increasingly alienated from nature. Cleared-out cultivated landscapes, in which the land has been optimized only for even more efficient production, are poorer in species than deserts and no longer have much in common with the colorful meadows and fields of traditional agriculture. When it comes to the impact that agricultural production has on nature, it makes a huge difference what is produced and how. Our world is already overburdened and heavily exploited, which is why scientists keep stressing that we need to change the way we treat nature. They come to the conclusion that a global shift to organic agriculture can contribute to a fully sustainable food system while providing enough food for everyone!



Half of the global land area that is habitable by humans is used for agriculture. Cities, settlements and other built-up areas occupy only one percent of the land. Most of the agricultural land, 77%, is used for the production of animal food. Yet these contribute only 18% to the global calorie supply and also only 37% to the global protein supply.

"We're probably not producing enough food if there are still starving people in the world. If we use less fertilizer or pesticides, if we squeeze fewer animals per square meter, if we don't feed soy concentrate from South America - then food security is no longer a given."

These arguments are often used against animal - and environmentally friendly agriculture. But what about today? Are these arguments true at all? Is it possible to feed mankind with a moral, ethical AND environmentally friendly food production? Can you save the world with "BIO"? There are numerous studies on this and the good news is: Yes, it is absolutely possible!

Modern, organic farming methods are not much worse than more intensive farming methods in terms of yields these days - in fact, in extreme weather such as drought, they are often much more productive because they enhance the quality of the soil and are more diverse and therefore more resilient. If at the same time fewer animal products are consumed and food waste is reduced, even a world population that has grown to 10 billion can easily be fed in an environmentally friendly way.



Not wanting to starve oneself or not being responsible for the hunger of others is misused as an argument to hold on to a kind of agriculture that was created in the 50s and 60s of the last century.



Oh! Coffee, orange juice and chocolate must definitely be!

Chocolate is one of the most popular sweets in the world. Austrians eat more than 9 kilos per capita every year, making them among the European leaders. Quite a lot! These are all products that are not actually from here. But what does that mean? Where do they come from? Who grows them? What are the conditions like there? Surely, it is about the deforestation of the rainforests and palm oil, which is also such a bad word - didn't you once tell us that it is in a lot of products? So many questions!

So, these are all products from the Global South. There are, of course, a number of problems. Deforestation is one of the big issues in food production in the Global South, but unfortunately not the only one:

- Pollution,
- destruction of local structures and agriculture,
- CO2 emissions/climate change,
- land grabbing,
- child labor, slavery, no labor rights!

Through intensive, exclusively profit-oriented agriculture, natural resources are damaged in the long term and, in the worst case, destroyed. This is not least a social problem, because especially economically worse off population strata have no means to replace lost environmental capital, for example clean drinking water through the purchase of water.



The global expansion of agriculture

Agriculture has many faces. It is not the large companies of industrialized agriculture that supply the world's population with food, but above all small farmers.

More than 80% of the world's farms are smaller than two hectares, and smallholders manage more than half of the world's arable land. Where profit is the only priority, nature and people suffer. "Regional" is highly prized and has many advantages, especially when it comes to seasonal produce.

But what about the other foods that cannot be produced in Austria? Quite a few products that are part of our menu today do not grow in Austria or even Europe, but in the tropics. However, it is not only through bananas, pineapples or cocoa that the Austrian diet is linked to agriculture in the Global South. Palm oil is a raw material with a devastating ecological footprint and is found in many finished products.

Even conventional meat from Austria comes from animals fed on soybeans from the Amazon.

Many companies make good money from business with the Global South, but mostly do not want to take responsibility.

But how can you support farmers in the Global South? Look for organic and Fairtrade quality labels. Besides pesticide-free cultivation, social aspects are also important! Fair is when good work is paid fairly.

When I bite into a chocolate bar and remember that the main ingredient was grown on a small family farm in the rainforest, which works entirely without pesticides and whose inhabitants receive a fairer price for their hard work, then this decision is actually very easy for me.



good oil - BAD OIL

Palm oil is extracted from the orange pulp of the fruit of the oil palm using steam.

Palm oil plantations have contributed significantly to the loss of species-rich forests and diverse landscapes. These plantations are often located in the most biodiverse areas, but only a tiny fraction of the original species find a suitable habitat in them.

Palm oil plantations have the highest carbon footprint per area of any globally relevant agricultural product. Working conditions on palm oil plantations often violate international labor laws and are hardly controlled. As a consumer, it is difficult to distinguish between sustainable palm oil and palm oil from overexploitation.



Bitter no
SWEET HAPPY DAY

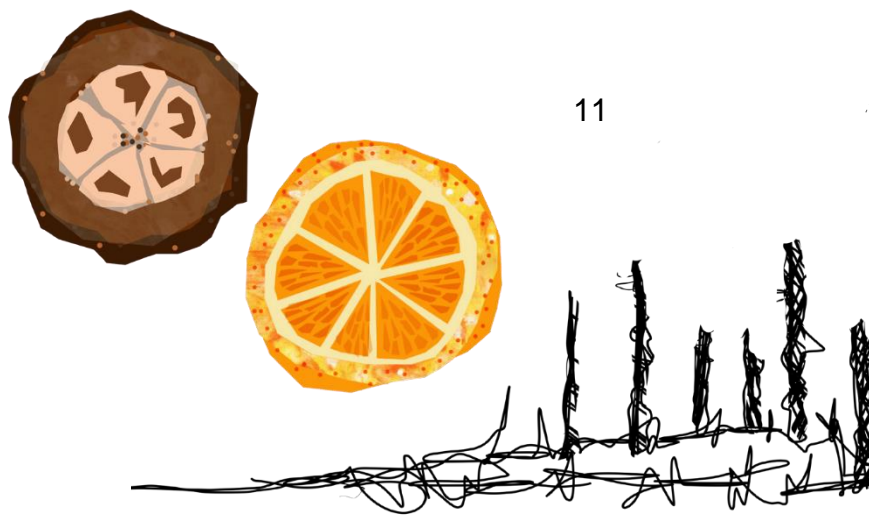
Around 4.2 million tons of cocoa beans are produced annually. The cultivation areas around the equator are 90% in the hands of small farmers. Cocoa is the main source of income for over 5.5 million farmers in the Global South and also secures the livelihoods of up to 14 million farm workers and their families.

The extraction of raw materials and the production of chocolate is very complex, opaque and characterized by the exploitation of farmers and workers. Child labor and catastrophic environmental impacts are sad but central features of the global chocolate industry today.

Cultivation of oranges is the most pesticide-intensive form of export-oriented, Brazilian agriculture. Brazilian share of the global trade in orange juice is 80%. Since 2008, Brazil has topped the sad world rankings in pesticide consumption, and the trend continues to rise. One liter of orange juice has a footprint of about one kg of CO₂.

High fertilizer consumption, the energy required for production and long transport routes are all factors in the production of orange juice. The work on the plantations is an enormous physical strain, poorly paid, often takes place without health protection and is characterized by exploitation.

Especially when it comes to chocolate, coffee and the like, we usually go for organic and fair-trade products. Organic standards not only mean that the local environment is protected, they also ensure a better price for the farmers. Labels such as Fairtrade are strongly committed to better working and social conditions on site.



Home sweet home

So should we rather cook classic Austrian, preferably regional? Goulash or a schnitzel? Is that better? What is regional anyway?

Is classic, Austrian cuisine too meat-heavy? Would that be healthy at all? It also costs a lot....

It is true: Today's Austrian cuisine consists largely of meat dishes. After all, Austrians are in seventh place with 62.6 KG of meat consumption per year and per capita.

World-wide!

All nutrition experts are united: that is far too much and not at all healthy. The environment would also benefit greatly if we ate less meat.

A balanced diet is an important pillar for health and well-being. Ideally, we eat what our body needs, thereby providing it with necessary nutrients.

Why we eat, what, when, how much and how we eat - all this is influenced by many factors, such as perceptions and feelings. However, a number of social and psychological aspects also play an important role. Attention, even advertisers know this - advertising cleverly aims to deceive us about our needs.

Many classics can be prepared totally easily without animal products!

But there are also many Austrian dishes without meat

"Kaiserschmarrn", a classic, for example. "G'röstl" also tastes good without sausage, and a breaded parasol, which you find yourself, costs next to nothing. And if you want, you can cook many dishes without any animal products at all. If you leave out the egg in the bread dumplings and replace the milk with vegetable broth or beer, you have super tasty dumplings that also have a good consistency without falling apart.



Meat is expensive, especially in organic quality. This has several reasons. On the one hand, the "normal" meat is often produced under conditions that are neither animal nor humane. Just think of all the scandals in the meat industry. Animals and humans are exploited equally. On the other hand, the price in the supermarket does not reflect all the costs. In the end, our grandchildren will pay for the damage to the landscape and the environment. Good feed, more space for animals and above all good wages for producers and helpers are not included in the cheap meat for the schnitzel.

That's why I say for me: If you're going to eat meat, then eat organic meat. Although it is simply more expensive. But for me, apart from the health aspects, that's a reason to eat mainly plant-based food. I can't afford to feed myself and my children meat every day. Less is more in this case too!



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Meat - the bill does not add up

Global meat production is growing, devouring enormous areas of land and further heating up the climate. Scientists are in broad agreement that the climate and biodiversity can only be protected if the industrialized countries massively reduce their meat consumption.

Humans and their domestic and farm animals account for 96% of the mass of all mammalian species alive today. 70% of all birds on earth are poultry. And it becomes more because the meat consumption increases.

Currently, we Austrians eat an average of 5.9 tons of meat in our lifetime: That is 1287 animals per capita. In Austria alone, we slaughter 99 million animals. These are figures that you cannot really imagine. Our meat consumption is the third highest in the EU and we are in 7th place worldwide.

7th worldwide with an annual per capita consumption of just over 60 kilos. That is far too much! Such quantities not only affect our health, but also the environment: the more forests are cleared for animal feed, the smaller the habitats of wild animals become. Contact between humans and animals is becoming closer - this promotes the transmission of viruses and the emergence of new pandemics.

HARD FACTS:

To produce 1 kilo of meat you need a lot of feed, per:

Chicken 3.3 kg

Pig 6,4 kg

Sheep 15 kg

Beef 25 kg

The use of antibiotics in animal husbandry also leads to resistant germs. This threatens the effectiveness of one of the most important agents in human medicine. In addition, the leading feed-producing countries are among the biggest users of pesticides - at the expense of health, groundwater and biodiversity. The five largest



livestock companies together emit as many climate-damaging gases as the world's largest oil multinational.

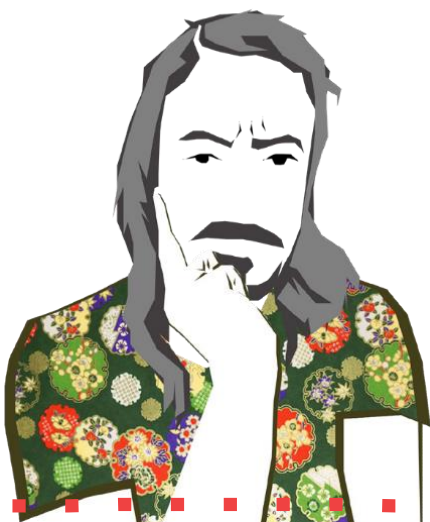
And if that was different now?

If Austrians were to eat 34% less meat, not only could soybeans be grown themselves as concentrated feed, but also enough rapeseed and sunflowers to completely replace the import of palm oil.

The youth shows the way!

Young people are twice as likely to eat a plant-based diet as the rest of the population. Despite global implications, very few countries have a plan to reduce meat consumption - Austria, of course, is not among them. According to surveys, about 10% of Austrians were vegetarians in 2018, three times as many as in 2005. In India, by comparison, there are about 38% vegetarians.

Only: For vegans, vitamin B12 must be supplemented. This vitamin is fed to the fattening animals also only as an additive, there we could take it also equal to and. All other ingredients are also contained in plant foods.



Plant

And what about vegetarian or vegan now? Fewer animal products mean less environmental impact. But is that also healthy?

In vegetarian and vegan diets, the basic principles of the Austrian Food Pyramid also apply.

However, from vegetarian to vegan, one to several food groups are omitted and should be balanced by others, such as nuts. Nutritionists of the Austrian Health Fund recommend the "ovo-lacto-vegetarian diet", that is eggs, dairy products and vegetables, to avoid so-called civilization diseases such as obesity and high blood pressure.

Are vegetarian sausages or burgers a "real" substitute? From an environmental point of view, the plant-based copies are also superior to the animal-based originals. From a health perspective, however, these products are to be evaluated like other highly processed products. Finished products remain finished products! They often have too many food additives and should be consumed only rarely.

If you have the opportunity, you prefer to use the seasonally available vegetables and process them yourself into paties or vegetable cutlets! So you save not only CO2 emissions and packaging waste but also a lot of money!



Vegane Burger Patties

1 can red beans
1 chopped bell pepper
70 g fine oat flakes
1 small onion
3 tablespoons flour
garlic to taste
BBQ spice mix
1 dash soy sauce salt, pepper, chili
for 5 patties

Chop the onion, fry until light brown, at the end briefly fry the garlic.

Drain and mash the beans. Now mix both well with oat flakes, flour and spices.
Season to taste.

Put the mixture in the refrigerator to rest. There it will keep for 1-2 days. Form patties and then fry with low heat 5- 10 minutes, depending on how thick you form them, on both sides.

Vegan vegetable cutlets

1 onion
300 g bread cubes+crumbs 1 tbsp. tahini (works without) 100 ml vegetable broth
chopped parsley Vegetables: carrots, peas, peppers, celery, corn, chili, etc.
salt, pepper
for 2 persons

Chop the onion, brown lightly in the pan, add chopped vegetables to taste and fry briefly. Soften the bread cubes in the broth and knead well with the remaining ingredients, herbs and vegetables. Add breadcrumbs according to consistency.

Form flat loaves with wet hands, turn in breadcrumbs and fry until golden brown!
Always tastes different and is great to prepare!



Many believe that a plant-based diet is about doing without. We say: It's about MORE! More versatile dishes, try new things, and you have a multiple instead of 3 standard dishes.

Be creative!

Once you have taken the first step in the direction of "more vegetables", often comes the creativity. There are so many varieties and applications – it is best to Google recipes for each vegetable and find them in abundance! And with practice, you can expand, jazz up or transform almost any basic recipe. From French quiche, to strudel variations, pizzas and gratins, there are also scalloped dishes for hearty cravings. Lots of kids like that, too! Vegetarian lasagna cleverly seasoned with soy granules often inspire even the youngest. Be brave!



Less sea is more

Seafood is essential for about 3.1 billion people because eating fish is a critical source of protein and important micronutrients. 90% of the world's wild fish stocks are already overfished or at capacity.

Tragically, this overfishing is often linked to the "luxury consumption" of rich countries. People who actually rely on the sea for food often have to make do with less and less. Future growth in seafood is likely to come from aquaculture, which is one of the fastest growing sectors of food production in the world worldwide. However, such rapid development can also have negative environmental and social impacts, such as habitat destruction, overfishing for feed, and social displacement.

This fish has a seal on it: MSC Sustainable Fishing. Is it OK then?

There are big discussions how good this seal really is

HARD FACTS:

Of our oceans:

7 % OK

33 % overfished

60 % maximally fished

Of which only 12% are MSC certified

The future environmental footprint of seafood depends on which species are farmed, what they eat and where aquaculture takes place. Aquaculture will not solve the challenges of feeding some 10 billion people, but it could help steer the production of animal-based proteins toward lower environmental impacts and greater health



benefits. Research on sustainable aquaculture is progressing rapidly; however, development is still in its infancy and future implementation may be hampered by degradation of water quality due to pollution and ocean acidification.

You can do without fish!

Even those who eat less or no fish can live healthily. Omega-3 fatty acids are not only found in fish, but also in plants, especially in linseed oil and rapeseed oil. Walnuts, soybeans and green vegetables such as savoy cabbage, spinach and cabbage sprouts also contain omega-3 fatty acids. If you do want fish, it's best to eat wild-caught fish or fish from organic aquaculture. There is now also an abundance of vegetarian or vegan substitute products. These are just as fast food and not particularly healthy, but much better for the environment.

I always think to myself: If almost all fish stocks in the oceans are at their limit, then fishing can't really be sustainable. Domestic organic fish is more expensive, yes, but we don't buy it often.

Less is more, because there is less and less in the seas. This is not only sad, but also dangerous for our future and the planet.



Colorful pictures

Quality seals are supposed to give consumers orientation. So far so good - but what if seals and labels have become so common that it is no longer possible to find one's way through the quality seal jungle?

Unfortunately, good marketing does not make products more environmentally friendly or fairer. For every group of buyers, there are suitable products with the appropriate seal to maximize profits. Some quality labels are supposed to make agricultural production suitable for the mass market, but often have the effect that small farmers can no longer keep up. In addition to well thought-out criteria, a quality label also needs a good control system and should be verified by independent bodies. Only in this way can they be tools for change.

For far-reaching changes towards sustainability, however, we must first and foremost rethink our consumption patterns.

With these tips, you are therefore right, regardless of quality labels:

- Only buy what you really need and don't waste anything.

- Less animal products (but in organic quality).

- Enjoy fruits and vegetables when they are in season. Strawberries or tomatoes in winter are never a good idea (organic tomatoes grown in a heated greenhouse require a lot of resources).

- Only "organic" guarantees no pesticide residues.



For products from the Global South such as coffee, tea, chocolate, tropical fruits or spices, quality seals that ensure social aspects and fair wages are important. Ideally in combination with a seal that also covers environmental aspects - i.e. Fairtrade and organic.

It is even better to buy directly from producers at well-run specialty stores without detours. This way, a larger share of sales stays with the small farmers and the retailers can provide first-hand information about the environment and local life. The same applies to animal products. If you want to be sure that the animal on your plate did not have to grow up in an animal factory, you should look for organic products.

If you follow these principles, seals of approval or certificates help you to compare within a product group. This means that the organic carrot is more environmentally friendly than a carrot without a quality seal or that an organic beef has lived better than the conventional one. But the conventional carrot still beats the organic beef by a long way in terms of climate friendliness.

Nobody is perfect!

You do not have to be perfect, because you cannot always consider all aspects. However, there are a few things that are actually quite easy to implement and internalize. Because every step towards sustainability, the environment and climate protection is a good one! Even a small one!

Consumers are often told that their buying behavior determines what is on the shelf. This is only partly true. Of course, supply and demand are important, but consumers are not always the culprits - if only because the general conditions often make it very difficult to make the right decisions.



Here we have summarized the most important tips again:

Don't waste food!

One third of all food produced ends up in the garbage. In an average Austrian household this is food worth EUR 400,- per year. Farmers are unable to find buyers for goods that are not perfect in terms of appearance and leave tasty vegetables lying around in the fields. While in the Global South many losses occur in the area of storage, here in the rich North many unspoiled foods end up in the trash can at home. Whether fruits and vegetables are still good, can usually be recognized by their appearance.

Do not be afraid of a dent or blemish, you can just cut around it. Wrinkled or bendy fruits and vegetables can still be cooked into soups, sauces and stews, or made into cakes.

Less waste?

Buy only what you really need. Smell and taste before throwing away food.

Cook leftovers or freeze them. Have your leftover food wrapped at the restaurant.

Avoid packaging waste, too!

Packaging contributes significantly to our waste mountain. Make sure to buy as little packaged food as possible, avoid products with elaborate packaging made of multiple materials. Reusable packaging is more environmentally friendly - no matter what material it is made of. This also applies to the shopping bag - the more often it is used, the better - the material is secondary.

Prefer plant-based products

Too much animal food is not only unhealthy, it also harms the climate and food security. A plant-based diet also costs less than the usual meat-rich diet.



If you can, go organic

Organic foods contain little or no pesticide residue, usually have a smaller carbon footprint, and are much better for animal welfare. If organic animal products are too expensive; conventional vegetables are more climate friendly than organic meat.

Seasonal & Regional

Seasonal free-range products not only taste good, they are also much better for the climate than greenhouse foods. Regional consumption creates relationships between farmer, processor or retailer. You know where your food comes from and you support our agriculture.

Fair trade food

When it comes to products from the Global South, you should go for fair trade. Ideally in combination with the organic seal. This avoids overexploitation of people and the environment.

Lowly processed products

As a rule, the less processed, the better for health, the environment and your wallet. Many dishes can also be quickly prepared yourself, we just forgot that.

Enjoying cooking and eating is the most important thing and a prerequisite for a healthy and sustainable lifestyle. Enjoyment must not be neglected!



This guidebook would like to:

- Inform and give orientation when buying food.
- Help you to find your way through the confusing jungle of products and labels.
- Show that it is in everyone's hands to make the world a little more sustainable with every purchase.

And that is not as difficult as it often seems to us.

It's how we eat that makes a difference - for us, for the environment and for the tomorrow we want to give our children and grandchildren.



Impressum

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