

A photograph of various fresh vegetables including tomatoes, cucumbers, bell peppers, and asparagus, scattered on a rustic wooden surface. The vegetables are arranged around the central text.

On our plate today: healthy, sustainable food choices

LiveWell for LIFE: final conference report

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Spring 2015



ON OUR PLATE TODAY: HEALTHY AND SUSTAINABLE FOOD CHOICES

Report of the LiveWell for LIFE final conference

co-organised by Friends of Europe and WWF

Spring 2015
Brussels

This report reflects the conference rapporteur's understanding of the views expressed by participants. Moreover, these views are not necessarily those of the organisations that participants represent, nor of Friends of Europe or WWF.

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INTRODUCTION

The world has become increasingly dependent on an industrialised food system that is bad for health and for the environment. Millions of people in poor countries are still hungry; whilst millions more across the world suffer from obesity. Meanwhile, the use of land and water for agriculture is eroding the environment, and food consumption is responsible for 29% of EU greenhouse gas emissions.

The LiveWell for Low Impact Food in Europe (LiveWell LIFE) project has grappled with these difficulties for the past three years, aiming to show that a diet that reduces greenhouse gas emissions can also be healthy, nutritious and affordable. To generate maximum support for sustainable diets, LiveWell has brought together business, policy makers and civil society.

Experts presented a final high-level conference – organised by Friends of Europe and WWF – with a variety of proposals that could lead to significant improvements. These featured LiveWell's eight policy recommendations – including better education about food; green public procurement; and a single policy for sustainable food that takes into account both nutrition and agriculture.

“You don't have to be vegetarian,” said [Duncan Williamson](#), Food Policy Manager at WWF-UK and one of the driving forces behind LiveWell. “You just need to moderate meat consumption. LiveWell for LIFE was about raising awareness, but it wasn't just that. We always wanted to go beyond it. Now it is about actions.”

“LiveWell for LIFE was about raising awareness, now it is about actions.”

Duncan Williamson,
Food Policy Manager at WWF-UK



ENVIRONMENTAL DAMAGE

Food production and other human activity have caused large-scale damage to the environment. The populations of some 3,000 species across the world have fallen by a half over the last 40 years.

Water systems have been hit particularly hard. About a billion people depend on fish for their primary source of protein, but 80% of commercial fish stocks are overfished.

In Europe, over 45% of water consumption is for food production, and other factors are adding to the problem, said **Glyn Davies**, Conservation Director of WWF-UK. “Water systems are increasingly under pressure, and climate change is exacerbating those problems in a sort of perfect storm,” he said.

On land, Europe's population of grassland butterflies has fallen by 70% over 40 years due to the use of fertilisers and insecticides, Davies said. Half the Cerrado, a woodland savannah in Brazil, has been cleared to grow maize and soya. A third of Sabah in North Borneo has been cleared of forest and converted into farmland to produce palm oil and other commercial crops. Thirty years ago, 22,000 orangutans lived there; now there are just 11,000.

A third of greenhouse gas emissions in Europe come from food production, but humans have also worn down the natural systems that mop up such waste. As a whole, humans' ecological footprint – the burden they are placing on the earth's ecosystem – is equivalent to 1.5 planets. **Tony Long**, Director at the WWF European Policy Office, said that Europeans are more wasteful than the average, living on the equivalent of 2.6 planets. “That means we are living at someone else's expense.”



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Tony Long, Director at the WWF European Policy Office

HIDDEN COSTS

Along with this excessive use of resources, the rapidly expanding middle class is increasingly suffering from diet-related health problems. EU citizens eat an average of 95 kg of meat each year. As a result of this and other eating habits, nearly half of the European population is overweight, according to Davies. In the EU, 7% of healthcare costs are related to obesity or excess weight, said **Olivier de Schutter**, a law professor who was UN Special Rapporteur on the Right to Food until last year. He recommended cutting down meat consumption to 20 kg or 25 kg a year. “For our health and for the environment, it's absolutely key to rethink how we eat,” he said. “Our western diets cannot be made universal.”

The cost of treating obesity and related ill-health is growing, and represents a hidden cost of a global food system that evolved to provide cheaper food. “Many negative externalities that result from the way the mainstream food system has developed are simply not accounted for by consumers,” said de Schutter. “They are paid by taxpayers – in healthcare, in restoring ecosystems and other such costs.”

“For our health and for the environment, it's absolutely key to rethink how we eat. Our western diets cannot be made universal.”



Olivier de Schutter, UN Special Rapporteur on the Right to Food (2008-2014)

These costs will rise in future, said Williamson. “Pollination used to be provided free by bees,” he said. “But as they decline in number due to intensive agriculture, pollination will at some point have to be paid for. Water too is becoming scarcer, so water-intensive food will cost more.”

Low-cost food is simply an illusion, said **Philip Lymbery**, CEO of Compassion in World Farming and author of *Farmageddon*, a book on industrial farming. “So-called cheap meat is something that we all pay for three times,” he said: “Once at the checkout; a second time through our tax dollars for subsidies; and a third through the cleanup cost for our health and the environment.”

“Low-cost food is simply an illusion.”



Philip Lymbery, CEO of Compassion in World Farming and author of *Farmageddon*

POOR COUNTRIES LACK FOOD

Meanwhile, many poorer countries are struggling to feed their populations and some 800 million people are suffering from hunger globally, said **Jean-Pierre Halkin**, Head of Unit for Rural Development, Food Security and Nutrition in the European Commission Directorate General for Development and Cooperation. Of these, 170 million are children, of whom 3 million die each year. Those that do survive often fail to develop fully, he said. The trouble starts even before birth, as undernourished pregnant women do not deliver healthy babies. “This is one of the most extreme forms of inequity,” Halkin said. “We need to address that.”

Many of the hungry actually live in countries seen as economic successes, said moderator **Shada Islam**, Director of Policy at Friends of Europe: “We focus on the poorest in the world, but many of the poorest and the hungriest actually live in emerging market countries.”

“We focus on the poorest in the world, but many of the poorest and the hungriest actually live in emerging market countries.”

Shada Islam, Director of Policy at Friends of Europe



Some of these problems are the unintended consequences of a system that has actually contributed a lot to the world, said **Brian Thompson**, Senior Nutrition Specialist at the Food and Agriculture Organization of the United Nations (FAO). At 800 million, the number of undernourished people in the world is down from one billion 20 years ago – a period in which the world population has risen from 4 billion to 7 billion. In addition, diet quality has improved, giving poorer people better access to vegetable oils, fruit, vegetables, meat and other animal-source foods.

“Partly as a result of these increases in both quantity and quality of food – its nutrient content, variety and safety – people are living longer and more healthily than at any time before,” said Thompson. “When I read that the food system is broken, and I look the additional mouths being fed every day, I am not so sure that it’s broken beyond repair.”

The main problem today is undernourished people who have been neglected, socially excluded and economically marginalised, he said. “Our task is to ensure that these people, one in nine of the population, are specifically targeted in further improvements in the food system and in economic inclusiveness,” Thompson said.

“The number of undernourished people in the world is down. People are living longer and more healthily than at any time before.”



Brian Thompson, Senior Nutrition Specialist at the Food and Agriculture Organization of the United Nations (FAO).

PROBLEMS WITH GLOBALISATION OF FOOD

The globalisation of the food system has been driven by big food producers, and it has not helped the poor as it could have done, said de Schutter. One reason is the investment in technologies that reward economies of scale, such as storage and communication facilities. This encourages farmers to produce big volumes of a narrow range of commodities for the food processing industry. The resulting availability of cheap food makes it hard for alternatives to find a place on the market.

Moreover, foods manufactured by big companies fit 21st century lifestyles, where people have less time to cook for themselves and instead demand convenience foods. That applies to poor countries as well as rich, as migration to cities reduces the number of small farmers and increases dependency on processed foods, which are often imported.

In South Africa, morbid obesity is growing, but still one in the four children go hungry, said **James Lomax**, Agri-Food Programme Officer in the United Nations Environment Programme’s (UNEP) Division of Technology, Industry and Economics. “On the one hand, a high-tech agricultural sector competes in export markets,” he said. “Then you have a very local sector. We have to start thinking systemically about the food and agriculture sector.”

The dangers of this split were seen already in the 19th century, when blight hit the Irish potato crop. A third of the population depended on potatoes, and one million people died of hunger. During the famine, Ireland was producing more than enough grain to feed its population. But this was reserved for export, and did not relieve the starving.

“The Irish potato famine is often talked about as a lack of food,” said Williamson. “But it wasn’t. It was a lack of money and a lack of affordability in rural Ireland. The food was all being exported to places like England and all that was left was potatoes – because that’s what people had access to and could afford. And so they went hungry.”

MONOCULTURES AND FARMAGEDDON

The Irish famine showed up another danger of industrialisation. Export-driven agriculture benefits from economies of scale, and so encourages monoculture, where a region or farm focuses on a single crop. The potato blight spread especially quickly because of the scale and concentration with which Ireland farmed the potato – a crop that had been imported several centuries earlier from South America.

Today, the Central Valley of California is home to vast crops of monocultures. The rows of almond trees there are often silent because large-scale use of pesticides has killed off the bird and bee populations there, and there are no longer any alternative habitats, said Lymbery. Billions of bees are trucked in every year to facilitate pollination, he said.

He wrote *Farmageddon* because he thought such practices were crossing the Atlantic. “I could feel this growing pressure, at every level, for Europeans to adopt the next level of intensification – this hyper-industrialisation coming out of the United States of America,” he said. “In Britain, for example, once common farmland birds are now at an all-time low.”

In Argentina, gauchos still lasso cattle – but often in feedlots for thousands of animals instead of on the pampas. These traditional grassy plains have been ploughed up to grow crops such as soya, which can be exported to Europe to feed industrially bred animals there.

“So, you put the cattle into the feedlot, so that you can grow the soya to feed the cattle,” he said. “When we take animals off the land, we set up a competition between animals and people for food. Not only that, we see the nutritional content of the food often starting to slide.”

The global cropland that feeds industrially reared animals covers an area the size of the European Union, he said. If these crops were fed directly to people and the animals were out to pasture, an extra four billion people in the world could be fed. “You hear the narrative everywhere that we need industrial farming to produce more food to feed a growing population,” he said. “But it's an illusion. We should

put farm animals where I believe they should be – back on the farm, instead of in the factory. Reinststate pigs and poultry to the job that they were domesticated for – as nature's great recyclers. At least 20% of the global fish catch is ground down as fish meal and fed to industrially reared animals. Let's make sure the fish are destined for people's mouths.”



From left to right: **Olivier de Schutter**, UN Special Rapporteur on the Right to Food (2008-2014); **Shada Islam**, Director of Policy at Friends of Europe; **Brian Thompson**, Senior Nutrition Specialist at the Food and Agriculture Organization of the UN (FAO); **Jean-Pierre Halkin**, Head of Unit for Rural Development, Food Security and Nutrition at the European Commission DG for Development and Cooperation; **Pascal Gréverath**, Head of Environmental Sustainability at Nestlé and Chairman of the FoodDrinkEurope Environmental Sustainability Committee

INDUSTRY'S RESPONSIBILITIES

Localised food systems would give better opportunities to small producers, who are less able to produce large volumes for the food processing industry. It would also contribute to healthier diets, said de Schutter. "We should really be pushing those business opportunities," he said. "We need to ensure that the whole world has access to sustainable diets, and this means respecting local traditions and not exporting the worst excesses of our own food system and the way we eat."

The food industry needs to contribute to such efforts if it wants still to exist in 100 years' time, said **Pascal Gréverath**, head of Environmental Sustainability at Nestlé and Chairman of the FoodDrinkEurope Environmental Sustainability Committee. As much as any other sector, food is affected by climate change, biodiversity reduction and water scarcity.

So industry needs to use smaller quantities of resources, and produce more with less, he said. It also needs to make its products more nutritious, by reducing the amount of sodium and saturated fat they contain. And the food industry should also help its suppliers more. Nestlé doesn't own farms or land. But it is providing training for farmers in how to save water and get better yields from their land.

"Overall in the world, the farming population is aging and the young generations want to migrate to cities rather than work on a farm," Gréverath said. "Helping the farmers and making their activity sustainable is a responsibility shared by the food industry."



"Helping the farmers and making their activity sustainable is a responsibility shared by the food industry."

Pascal Gréverath, Head of Environmental Sustainability at Nestlé and Chairman of the FoodDrinkEurope Environmental Sustainability Committee

But the food industry cannot dictate what people eat, said **Agnès Martin**, Science and Nutrition Director for Dairy R&D at Danone Nutricia Research. The first driver of consumers' food choice is taste, and the second is price – in particular now, as the continuing weak economy pressures family budgets. Then come habits and traditions, followed by convenience, as many people no longer have time for food preparation. "These four major drivers have nothing to do with sustainability," Martin said. "To put sustainability into the mindset of the consumers, producers can provide information on what we are doing."

France has had a nutrition policy for the last 15 years, under which the government has advised people to eat three portions of dairy products and five of vegetables every day. But only 30% of the French eat these three portions of dairy a day, Martin said. "We know that this kind of simple message is not enough," she said. "Finally it is consumers who choose what to eat, and we know that changing behaviour is very difficult."

"To put sustainability into the mindset of the consumers, producers can provide information on what we are doing."



Agnès Martin, Science and Nutrition Director for Dairy R&D at Danone Nutricia Research

Critics say the food industry should take more responsibility. “Maybe habits are coming from family tradition and culture,” said **Roberto Bertollini**, Chief Scientist and WHO Representative to the EU. “But sugar is one of the most important determinants of diabetes and obesity, and it is not natural. A taste for sugar is built up during childhood with the aggressive marketing that you see on television. We do not live in a vacuum.”

In particular, consumers on low incomes tend to make bad choices, he said: “Poor people eat junk food because junk food is cheaper. They take their cars instead of walking, and they eat sugar. Political leaders need to act on these issues with courage.”



“Poor people eat junk food because junk food is cheaper. Political leaders need to act on these issues with courage.”

Roberto Bertollini, Chief Scientist and WHO Representative to the EU

Enrico Derflinger, Vice President of the EU chefs’ association Euro-toques International, said that he simply asks his associates and his wife not to buy 90% of the food they see advertised on TV. One recent meal he cooked consisted of a fish netted in a nearby lake; mayonnaise made with olive oil from his tree and eggs from his mother’s garden next door; and a purée of potatoes found in a neighbour’s rubbish bin.

“This is just an example of what we can do if we really want to,” he said. “If you want to cook – if you need to cook – it is very important to use what you have close to you.”

But that’s not always easy for city dwellers, said moderator Tamsin Rose, Quality Europe Strategic Advisor at Friends of Europe. “Sadly, as someone who lives in the centre of Brussels, I don’t have olive trees in my parking lot,” she said. “But this would be a nice vision, our ability to find good quality products nearby and enjoy food with friends and family.”

Danone tried out a healthier, more environmentally friendly product a few years ago, said Martin. It launched a yoghurt made from milk taken from cows fed on a modified diet. The company thought this was a triple win, as it increased milk production, reduced greenhouse gas emissions – in particular methane – and boosted the milk’s content of omega-3 fatty acids. The yoghurt was sold in a pack featuring a detailed explanation of the approach and its benefits.

But it was expensive. Danone first had to enrol farmers to produce milk like this, and then pay more for it because of the higher cost of the cows’ feed. It also had to treat the milk separately in the company’s plants. The result? “There was no interest from the consumers for this kind of approach,” Martin said. “Of course we can deliver new products and make them more available in different markets. But in the end, we cannot decide consumers’ overall diet.”

“If you want to cook it is very important to use what you have close to you.”



Enrico Derflinger, Vice President of the EU chefs’ association Euro-Toques International

WHY EDUCATION MATTERS

Demonstrating that healthy sustainable diets are within reach has been a big part of LiveWell, and the project worked with partners in Spain, Sweden and France to come up with a “plate” for each country. The French LiveWell Plate has a lower proportion of meat than the typical diet in France, and more legumes and cereals. Spanish consumers, too, eat a lot of meat, and the LiveWell diet for Spain has more vegetables, cereals and nuts. Swedes already moderate the quantities of meat they eat, but the Swedish LiveWell Plate shifts this from beef and pork towards chicken, while also increasing consumption of fish and eggs. All three suggested diets are healthier than current eating habits, and each reduces greenhouse gas emissions by a quarter.

Education could help people better understand the origins of their food, and reduce the separation between production and eating. “Children think that all the food comes from the supermarket, and they don't know that milk comes from a cow anymore,” said **Emile Frison**, Chair of the International Sustainable Food Systems and Diet Scientific Committee of the Daniel and Nina Carasso Foundation, and a former Director of Biodiversity International. “It is important to re-link in people's minds the reality of what they eat, where it comes from, the impact it has on the environment, and the economic aspects.”

“Children think that all the food comes from the supermarket, and they don't know that milk comes from a cow anymore.”



Emile Frison, Chair of the International Sustainable Food Systems and Diet Scientific Committee of the Daniel and Nina Carasso Foundation

Sometimes it's hard to get this through to the public. After the Czech Republic made food-labelling compulsory, the media presented this as a bureaucratic burden for entrepreneurs, said **Pavel Poc MEP**, Vice Chair of the European Parliament Committee on the Environment, Public Health and Food Safety. “I received a lot of mail asking why we were treating consumers as idiots, and how they were quite capable of telling what was tasty themselves,” he said. “We are living in bubble, and the rest of the public is outside this bubble.”

WWF once highlighted some research showing that the greenhouse gas emissions from beef, dairy, poultry were far higher than those for vegetables. Though it had simply presented the figures, the mass circulation Daily Mail newspaper published an article on how WWF consisted of vegetarian lunatics, said Davies.

Several months later, however, WWF proposed a low-meat diet that would benefit people's health. This time, the Daily Mail used the recommendations for a large article on how to eat better. “We just need to be smart about presentation,” Davies said. “We need to ensure that the message is: we are part of this planet and our health and the planet's health are linked.”

“We are part of this planet and our health and the planet's health are linked.”

Glyn Davis, Conservation Director at WWF-UK



Government can help by ensuring that consumers have more information. New EU rules came into force in December, introducing a minimum font size for mandatory information on packaging and requiring manufacturers to provide clear information on allergens and the origin of much fresh meat.

“Now the question is: will consumer behaviour change?” said **Chantal Bruetschy**, Head of Unit for Innovation and Sustainability in the European Commission’s Directorate General for Health and Consumers. “We cannot oblige consumers to purchase differently. But we can offer all the conditions for them to do this.”

If information is not enough, tougher regulation should be required, said **Sirpa Pietikäinen MEP**, Co-Chair of the Sustainable Food Steering Group and Substitute Member of the European Parliament Committee on the Environment, Public Health and Food Safety.

“We cannot oblige consumers to purchase differently. But we can offer all the conditions for them to do this.”



Chantal Bruetschy, Head of Unit for Innovation and Sustainability in the European Commission’s Directorate General for Health and Consumers

Breakfast products are one area where people often consume excessive amounts of sugar without realising it. “Sweets, candies and chocolates are OK, because you know that is what you are eating,” she said. “But if you are eating sugars and you call it a breakfast, then we have a serious problem. We have to realise that the voluntarism is not enough.” In addition, she said, the EU could adjust its subsidy structures for food to encourage farmers to produce healthy vegetables, such as broccoli, rather than high-calorie ingredients for food products.

Regulation would result in better price signals to farmers worldwide, encouraging them to change their crops and focus on quality instead of quantity, said Lomax. “Farmers are extremely adaptable, but they react to market signals,” he said. “At the moment they are getting all the wrong market signals, and it’s become about cheap, fast, big, whatever. If all else fails, we need to have the guts to regulate.”

“Farmers are extremely adaptable, but they react to market signals. If all else fails, we need to have the guts to regulate.”



Lomax James, Agri-Food Programme Officer in the United Nations Environment Programme’s (UNEP) Division of Technology, Industry and Economics

ATTACKING WASTAGE

One way to improve our use of the world's food resources is to target waste. About one third of food produced for human consumption is wasted globally, or about 1.3 billion tons per year, according to the FAO. In the Netherlands, the proportion is higher – about 40%, said **Samuel Levie**, Founder of the Dutch Youth Food Movement, Co-owner of Brandt & Levie and Partner at Food Cabinet. That means the Dutch throw away 50 kg of good food a year per person, with a total value of 4.4 billion euros. Some of the waste is simply vegetables that aren't the right size for supermarkets.



“The Dutch throw away 50 kg of good food a year per person, with a total value of 4.4 billion euros.”

Samuel Levie, Founder of the Dutch Youth Food Movement, Co-owner of Brandt & Levie and Partner at Food Cabinet

Levie was so angry at this that he decided to serve up some of the waste food to customers. He helped to organise a big free lunch in a public square for 6,500 people – all made from food that would otherwise have been wasted. The event attracted so much attention that the Dutch agriculture minister and some big companies became interested.

Supermarket Albert Heijn then collaborated with Levie on a pop-up restaurant called Damn Food Waste. This offers three-course meals for 30 euros, made entirely from food waste from Albert Heijn stores. “I got really mad about it,” he explained. “This made people ask questions, and now it's forcing them to actually take steps and change their policy on food waste.”

SEARCHING FOR A COMPREHENSIVE STRATEGY

However, getting to the root of the problems linked to food needs a comprehensive strategy, according to many experts. “I think we need a food policy,” said de Schutter. “We have agricultural policies. We have health policies. We have environment policies. We have employment policies. And we have education policies. But we need holistic strategies that bring all this together. Currently, there is no food policy in the EU, let alone at a global level.”

Perhaps a global farming policy is needed, Halkin said: “Farmers do not only produce food, but also things like cotton, rubber and palm oil, which are very important for industry.”

“A global farming policy is needed.”

Jean-Pierre Halkin, Head of Unit for Rural Development, Food Security and Nutrition in the European Commission Directorate General for Development and Cooperation



Farmers should be seen in three roles: as food producers, as managers of the ecosystem and as creators of economic opportunities. “In sub-Saharan Africa, more than 70% of the jobs are connected to agriculture”, Halkin said. “So, if you want to promote growth in this region, we need to promote a form of agriculture that generates enough income for farmers.”

However, the food production system stretches over different continents and touches economics, the environment and public health. That makes it hard to hammer out a comprehensive strategy. “It's very complicated, because you have to draw different strands into one comprehensive strategy,” said moderator Islam. “It's not easy when you are working on a world scale.”

Making it harder, said Frison, are institutions at local, national and international level that operate independently even though they all relate to food. “There is a total lack of joined-up thinking,” he said. “This is one of the major things that has to change if we want sustainable food systems.”

What’s really needed is an overhaul of government structures, said Pietikäinen. “What about making a citizens initiative of having a sustainable food policy in Europe,” she said. “We need food ministries and food directorates general in order to put food at the centre of policy. This is not a matter of tweaking how we think about the issues. It’s about turning it all upside down.”

Heads of government and international organisations need to get involved, said Bertollini. “The leadership should be at the top level of the European Union and of governments,” he said. “It should be prime ministers and the head of the Commission.”

The European Commission was scheduled to release a Communication on Sustainable Food in July 2014, presenting a vision of a sustainable food system, as well as pragmatic first steps to achieve it. However, this did not happen.

“What about making a citizens initiative of having a sustainable food policy in Europe?”



▲
Sirpa Pietikäinen MEP, Co-Chair of the Sustainable Food Steering Group and Substitute Member of the European Parliament Committee on the Environment, Public Health and Food Safety

We asked the last Commission for a very important paper on building a sustainable European food system. Barroso’s answer was: no we will not table it because it was a matter of subsidiaries. Member State to Member State is quite capable to ensure all this. So, where is the leadership?, said Poc. “Don’t be afraid, this pressure from Parliament will continue,” he added. “But we need the support of the public.”

One challenge for improving diets is the compatibility of environmental sustainability and health. Under current eating habits, health and sustainability are not always aligned, said **Nicole Darmon**, Research Director at the French Institute for Agricultural and Food Research (INRA). In France, nutritious diets are often associated with high levels of greenhouse gas emissions, while low-emission diets can have poor nutritional quality, she said.

“We asked the last Commission for a very important paper on building a sustainable European food system. Barroso’s answer was: no we will not table it because it was a matter of subsidiaries. So, where is the leadership?”



▲
Pavel Poc MEP, Vice Chair of the European Parliament Committee on the Environment, Public Health and Food Safety.

Moreover, policies to encourage better eating – such as taxes on unhealthy food or subsidies for vegetables – often benefit wealthier people more than those on low incomes. That means they exacerbate social inequalities. “Policymakers and stakeholders need to know that nutritional adequacy does not automatically follow affordability and environmental friendliness,” Darmon said.

The LiveWell Plates have been designed especially to meet these challenges: they are supposed to be affordable, nutritious and environmentally friendly, all at the same time.

“Policymakers and stakeholders need to know that nutritional adequacy does not automatically follow affordability and environmental friendliness.”



Nicole Darmon, Research Director at the French Institute for Agricultural and Food Research (INRA)

The next stage of LiveWell is to help spread the recommended changes in diet and develop other policies. To do this, LiveWell has come up with eight key recommendations. The first is to implement some “no-regret” policies, so called because they will be cost effective and politically acceptable and have the potential for high impact: revise national dietary guidelines, strengthen green public procurement and support food education.

The others are to upgrade agricultural and nutrition policies to one sustainable food policy; strengthen preventive action on diet-related diseases; make better use of economic governance, for example by reflecting the health and environmental costs of food; not allow competition policy to eclipse sustainability objectives; seek local-global synergies, by thinking about how successful initiatives can be replicated outside Europe; ensure a supportive, cohesive policy environment, for example by using existing platforms to swap best practices; and ensure food chain accountability, meaning that commitments should be underpinned by realistic targets, and that regulations should follow if these are not met.

WWF European Policy Director Long said that one key to success will be to convince the new European Commission to develop new policies in trade, development and sustainability. “This new Commission actually seems to be quite well motivated as far as the sustainable development agenda,” he said. “If it won’t pick it up in a sustainable food manifestation, then it might do so under a fairness and development manifestation.”

ANNEX I – Programme

Opening of the conference by [Glyn Davies](#), Conservation Director, WWF-UK

SESSION I

Fashioning the global food strategy

How attainable is meeting the global goal of sustainable food and nutrition security in light of the unprecedented increase in population growth, a global shift towards western diets and the effects of climate change? The world's richest countries have to contend with food overconsumption, unhealthy dietary patterns and increases in some chronic diseases, while the developing world is being faced with the double burden of malnutrition, through both under and overconsumption. Farmers are under pressure to produce more food, while a changing climate further slows down production growth. At the same time one third of food is wasted. A more sustainable global food system requires these problems to be addressed through an integrated strategy. What is the role of food consumption in this equation? What changes in agricultural investment, business practices and international trade conditions are needed? How should national governments, multilateral organisations and businesses respond to these alarming trends in food production and consumption – in particular in Europe?

Pascal Gréverath	Head of Environmental Sustainability at Nestlé and Chairman of the FoodDrinkEurope Environmental Sustainability Committee
Jean-Pierre Halkin	Head of Unit for Rural Development, Food Security and Nutrition at the European Commission Directorate General for Development and Cooperation
Olivier de Schutter	UN Special Rapporteur on the Right to Food (2009-2014)
Brian Thompson	Senior Nutrition Specialist at Food and Agriculture Organization of the United Nations (FAO)
Duncan Williamson	Food Policy Manager at WWF UK

Moderated by [Shada Islam](#), Director of Policy at Friends of Europe

Conversation with [Philip Lymbery](#), Author of Farmageddon and CEO of Compassion in World Farming

SESSION II

Can governments, business and civil society jointly encourage sustainable food consumption?

A broad consensus seems to exist between the public and private sector on the direction of travel for healthy and sustainable diets, and many companies have committed themselves to improve their own practices to support this aim. An increasing number of stakeholders is calling for better cooperation between food chain partners to achieve real solutions at scale. This opens up possibilities for progress, but also raises questions: How can new business models, public policies and regulations work together to make sustainable choices easier for people? What can be learned from public-private partnerships on healthy diets? Can business do more by itself to help people adopt simple behavioural shifts that trigger demand for more sustainable food products? How to encourage governments to agree and adopt guidelines for healthy, sustainable diets? What successful initiatives already exist which promote more sustainable patterns of food consumption? What next steps ought to be implemented by actors of the food chain to ensure the widespread adoption of sustainable and healthy diets?

Roberto Bertollini	Chief Scientist and WHO Representative to the EU
Enrico Derflinger	Italian Chef and Vice President of Euro Toques International
Emile Frison	Chair of the International Sustainable Food Systems and Diet Scientific Committee of the Daniel and Nina Carasso Foundation and former Director of Bioversity International
Agnès Martin	Science and Nutrition Director for Dairy R&D at Danone Nutricia Research
Sirpa Pietikäinen	Co-Chair of the Sustainable Food Steering Group and Substitute Member of the European Parliament Committee on the Environment, Public Health and Food Safety

Moderated by [Tamsin Rose](#), Strategic Health Advisor at Friends of Europe and Director of Tamarack

Conversation with [Samuel Levie](#), founder of the Youth Food Movement, co-owner of Brandt & Levie, and Partner at Food Cabinet

SESSION III

Where is European food policy heading?

The LiveWell project showed that government policy already influences people's food choices in a variety of ways. Most policy competence on nutrition in Europe lies with Member States, but several EU policy instruments on food safety, environment, agriculture and competitiveness play a pivotal role in Europe's food production and consumption. The EU's Communication on Sustainable Food, which includes sustainable food choices as a specific priority, suggests the Commission is preparing the ground for better integration. However, joint strategies towards a sustainable diet that integrates environmental, health and economic goals remains a distant goal. What concrete and coordinated policy actions could foster real change? Which policy measures and regulations would encourage a shift towards greater food sustainability in Europe? Could economic and fiscal measures, along with greener public procurement be the tools to promote more sustainable food consumption in Europe and what should EU member states be doing to create more sustainable national food policies? What do policymakers make of the opportunities and threats of an EU-level agenda for sustainable diets, and how do they see the outlook for EU support on sustainable diets? How to encourage the integration of healthy and sustainable diets into national food education measures?

Chantal Bruetschy	Head of Unit for Innovation and Sustainability at the European Commission Directorate General for Health and Consumers
Nicole Darmon	Research Director at the French Institute for Agricultural and Food Research (INRA)
Tony Long	Director at WWF European Policy Office
James Lomax	Agri-Food Programme Officer in the United Nations Environment Programme's (UNEP) Division of Technology, Industry and Economics
Pavel Poc	Vice Chair of the European Parliament Committee on the Environment, Public Health and Food Safety

Moderated by **Tamsin Rose**, Strategic Health Advisor at Friends of Europe and Director of Tamarack

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LiveWell for LIFE plays a key role in the European sustainable diets debate. The project looks at health, nutrition, carbon and affordability and demonstrates how low-carbon, healthy diets can help us achieve a reduction in greenhouse gas emissions from the EU food supply chain. The project contributes to this long term vision by demonstrating what sustainable diets look like for EU Member States, facilitating a conducive policy environment, developing tangible pathways for implementation of sustainable diets and disseminating this widely across Europe. This ground-breaking project works with the Network of European Food Stakeholders - key stakeholders from the food supply chain and EU and national policy makers to ensure sustainable diets forms part of a future policy agenda.

For more information about **LiveWell for LIFE** and how to be involved, please visit livewellforlife.eu

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