

# Contemporary **Diets**: Between Sustainability & Wastefulness

A green circular graphic with a globe-like pattern, partially overlapping the text 'Studium Generale'.

**Studium  
Generale**

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## Vocabulary

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Diet

Sustainability

Environment

Vegetarianism

Carbon Emissions

Urban Areas

Organic Farming

Composting

Landfills

Consumer Choice

Waste

Labelling



## Introduction

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- Do you think about what you **eat**?
- What do you know about **sustainability**?
- Do you agree with the fact that we need to protect the **environment**?





## Introduction

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- My belief: urban citizens of developed countries need to be more sustainable
- Urban areas:
  - biggest energy demand + carbon emissions
  - climate change poses big risk
- We need to talk about sustainable diets



## Today's Goal





# Today's **Goal**

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## Diet

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- Diet often mistaken as weight loss
- Primary: Consumption of food and beverage
- Secondary: restricted consumption
  - For weight loss
  - But also: Vegetarian, Keto, Halal, ...





# Today's **Goal**

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**Sustainability**



## Sustainability

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- Definition often unclear
- Most often: Environmental sustainability
  - Not enough for successful sustainability
- People, Profit, Planet



# Sustainability

## Social

Sustainability needs to contribute to society.

Happiness/**People**

## Economic

Sustainability needs to be profitable.

Well-Being/**Profit**

## Environmental

Sustainability needs to consider the limited resources.

Welfare/**Planet**

Present

Future



# Today's **Goal**

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**Environment**



## Environment

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- Air, water, and land in or on which people, animals, and plants live
- Environment as **limited** resources
- Environmental destruction
  - Take more than can be restored



## Today's Goal



How do you think these three topics are connected?



## Sustainable diet

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- Social Sustainability
  - Is it accessible?
- Economic Sustainability
  - Is it affordable?
- Environmental Sustainability
  - Is it resourceful?



## How can we achieve this goal?

- Education
  - Diets, Sustainability & Environment
- Consumer Choice
  - Purchase, Usage and Waste
- Policies & Labelling
  - Food Prices/Taxing, Labelling of Food





# Education

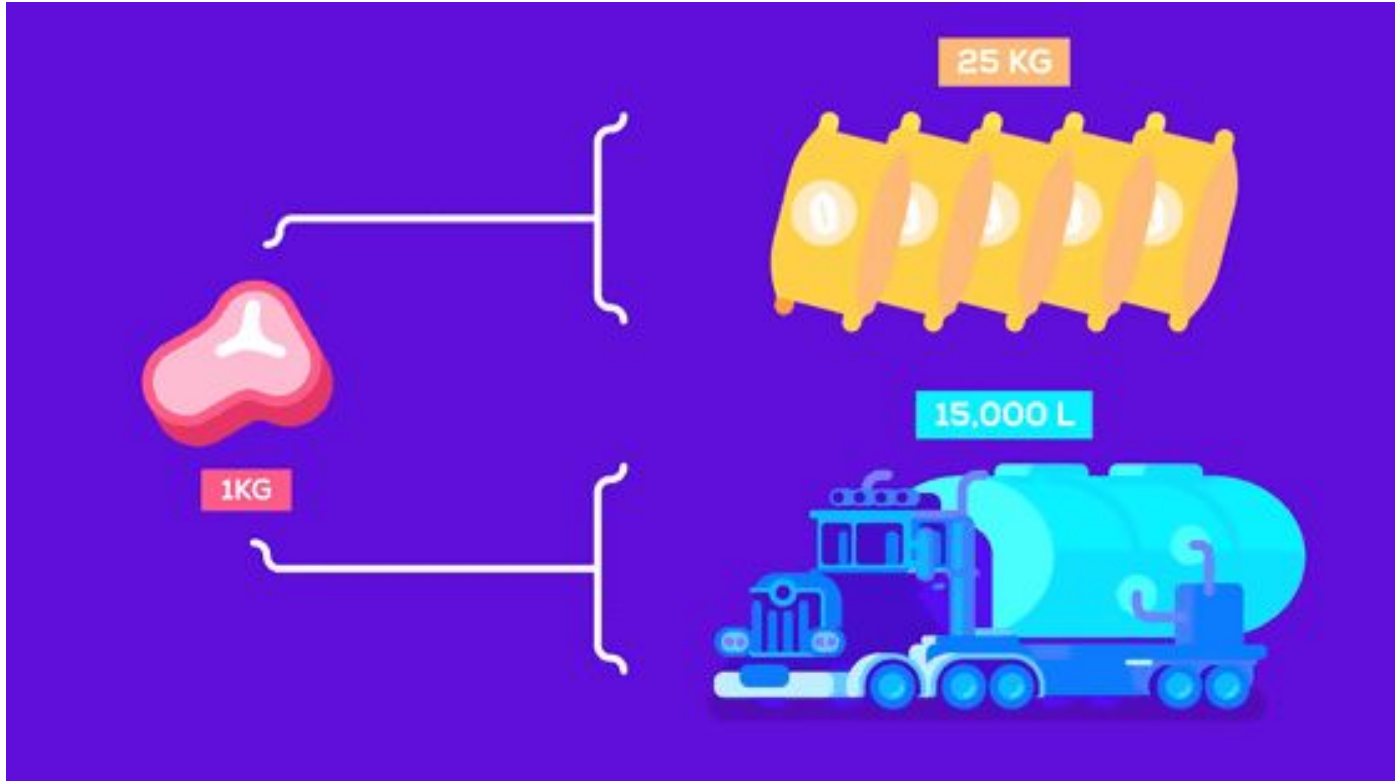
What do we know about sustainable diets?



## Your Diet

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- Impacts the world
  - Both the environment and people
- Usage of resources
  - Energy, water, land, ...
- Emissions (25% of all emissions!)
  - GHG (Greenhouse Gases) like CO<sub>2</sub>







## Meat

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- High environmental impact
- 14.5 % of Greenhouse Gas Emissions (GHG)
  - Food in total: 25% of GHGs
- Health risks
- **But:** Cultural and symbolic meaning
  - Need for alternatives



## Meat-free diets

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- Less water, energy, fertilizer and pesticide consumption & emissions
- Health-benefits
- Economically & environmentally sustainable
- Not (yet) socially sustainable



## Organic Food

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- Umbrella label - no one definition
- Associated with sustainability
  - But: only sustainable in (certain) plant foods
  - Meat still unsustainable
- Overall: Organic farming not very different from conventional farming

全粒粉サンド

ドール、のら、はれやか、  
**DOUOR**  
ドールコーヒージャップ

# 大豆ミート

～和風トマトのソース～

¥360 税別 ¥354

New

植物由来\*

からだに、  
うれしい、  
おいしい。

「畑のお肉」と言われる大豆を  
主原料としたハンバーグ。  
大豆とは思えないお肉感と  
きんぴらごぼうの食感で、  
満足感を得られる一品です。



9/17  
発売

※1 全粒粉サンドは、小麦類と全粒粉を使用したパンに由来します。 ※2 各食材の主要部に動物性食材を使用していないことを確認しています。  
※3 本商品の植物由来とは、食品パン酵母などを除きます。 ※4 食材製造工場および店舗では動物性食材を含む製品を扱っています。



MOS  
**PLANT-BASED**  
**GREEN BURGER**  
グリーンバーガー

主要原材料に動物性食材を使わず、野菜と穀物を主原料で作ったハンバーガーです。

### POINT.1 パンズ

ほうれん草ピューレーを練りこんだパンズ。  
ほんのり甘い野菜風味に。

### POINT.2 パティ

大豆由来の原料がベースのパティ。  
こんにゃくやキャベツを加えて食べ応えを追求。

### POINT.3 ソース

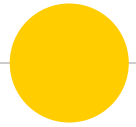
にんじんやごぼうで食感を出したトマトのソース。  
ブレンドハーブで奥行きのある味わいに。



店舗限定 MOS PLANT-BASED GREEN BURGER  
グリーンバーガー ¥538税別

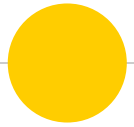
※ 食材の製造工場および店舗では動物性食材を含む製品を生産・製造しています。 ※一部原料に卵黄、動物性以外の原料を使用しています。 ※高アレルゲンメニューではありません。 ※コンタミネーションの情報は公式サイト等のシリアルナンバーをご確認ください。 ※価格はイメージです。





## **Summary Question**

If you have the choice between a normal burger and a soy burger, what choice is more sustainable?



## **Summary Question**

What makes diets so important for sustainability?



### **To summarize:**

- Your diet impacts the world
- Meat is unsustainable
- There are meat alternatives



## **Opinion Question**

Could you imagine a world without eating meat?



# Consumer Choice

What can you do?



## **Consumer = Actor**

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- Your purchase impacts the food chain
  - = Consumer food choice
- Making informed choices
  - Choose sustainable options
  - Shop locally and seasonally



## Waste: Consumer-End Waste

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- Food Waste = wasted resources
  - Could feed approx. 2 billion people a year
  - US: 20% of food wasted a year
- Avoid over-purchasing/Letting food perish
- The Three Rs: Reduce, Reuse, Recycle
- Composting

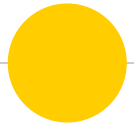


## Waste: Single-Use Items

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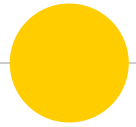
- 300 mil. t/a of plastic produced
  - By 2015: 5000 mil. t plastic in landfills
  - 4.8–12.7 mil. t of plastic in ocean
- Alternatives: seen as solution
  - BUT: not better, maybe even worse
- Avoid single-use items!





## **Summary Question**

If you buy food and drinks outside, what could you do to avoid single-use items?



## **Summary Question**

How can you contribute to sustainability?



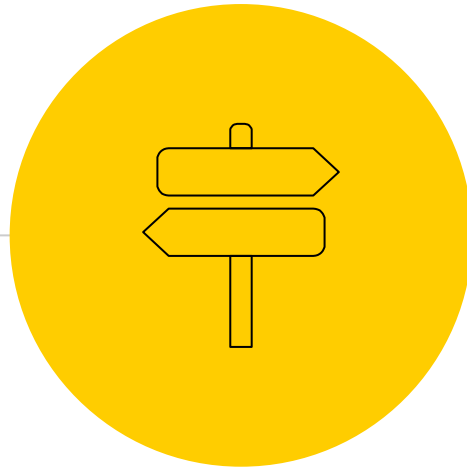
### **To summarize:**

- Your purchase matters
- Avoid wasting food
- Avoid single-use items



## **Opinion Question**

Now that plastic bags are not free anymore: Do you bring your own bags for shopping?



# Policies & Labeling

What needs to be done?



## Policy-Making

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- Need to inform and educate citizens
- Influence food prices/availability
  - Health: fat, sugar, salt > higher prices
  - Sustainability: similar approach needed
- Make sustainable diets possible



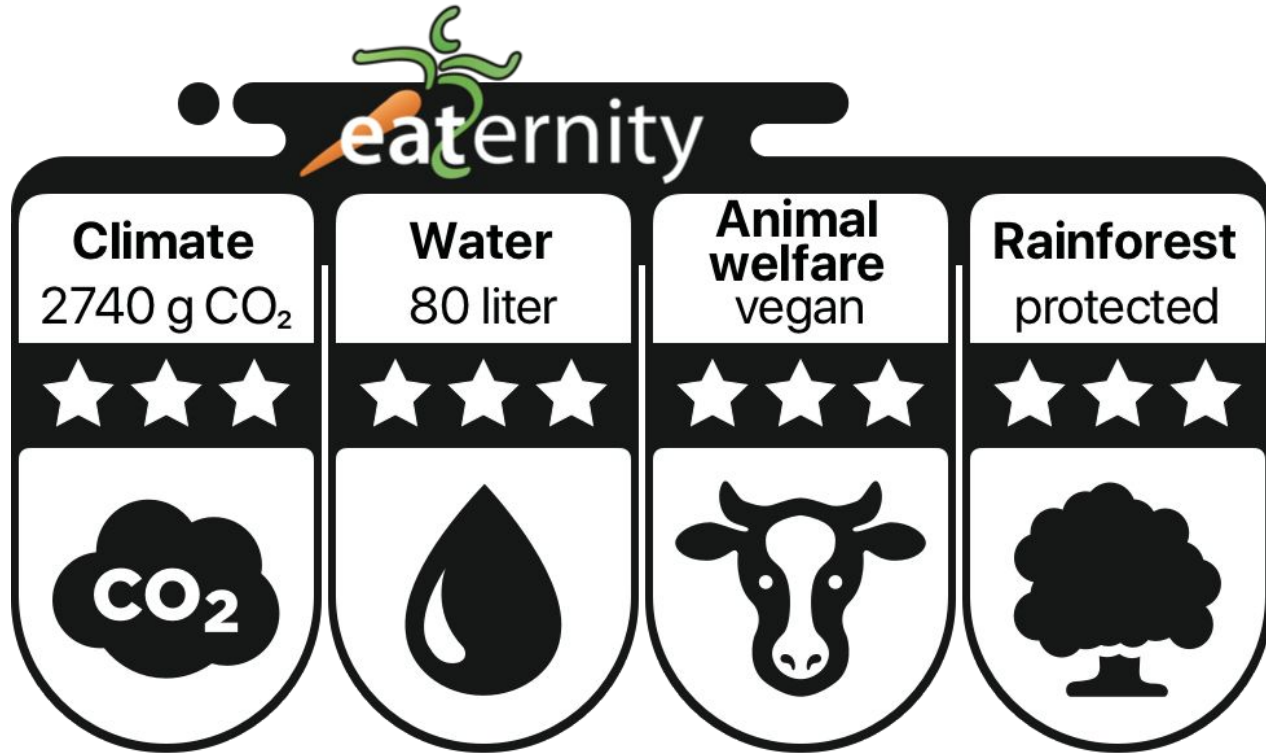


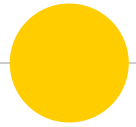
## Labelling

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- Too many, not clear
- Consumer create 'fantasy' around labels
  - Leads to disappointment
- Time-pressed shopping
- Need for noticeable, readable and understandable labels

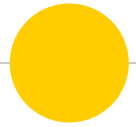






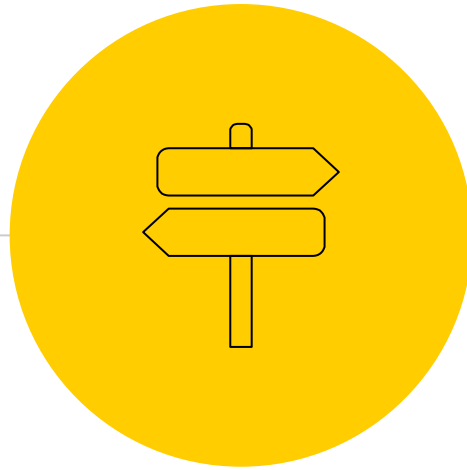
## **Summary Question**

When buying a product, what can you do to be more informed about it?



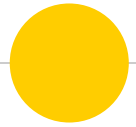
## **Summary Question**

What needs to happen to make sustainable choices easier?



### **To summarize:**

- Need for improved policies
- Need for proper labelling
- Be aware of what you buy



## **Opinion Question**

After all this information: Are you more interested in the food you eat (and how sustainable it is)?



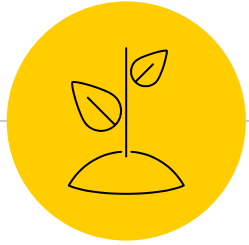
## Today's **Goal**: Summary





# Final Questions

- What is most important to you when eating a dish? (Taste, Sustainability, Appearance, Health, ...)
- What of those things could you sacrifice for a sustainable world?



# Thank you!

*Any* **questions** ?

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