



CURB FOOD WASTE

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Why is food waste in many households so considerable - do we pay more attention to the best before date than we do to our own senses? Or is food so cheap that we don't feel that we must consume it all? Or is it the way foodstuffs are packaged that leads us to discard so much?

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**What would have
to change that would
stop us throwing away
so much food?**

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**What can induce us to
buy crooked cucumbers
and blotchy apples, so that
the storekeeper doesn't feel
compelled to discard them?**

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**Is it possible to plan
your purchases or organize
your fridge/freezer in a way
that will reduce waste?**

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**EAT FOR
THE CLIMATE**

**Nowadays we eat 70 per cent more
meat than we did in the 1960s.
Do you think this means that
people ate better or worse back
then compared to today?
Better or worse for whom?
In what way?**

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EAT FOR THE CLIMATE

What are your personal experiences of this transformation in eating habits? Is this due to changes in the spirit of the times, changes in your own knowledge and attitudes, fears for your own health or some other reason?

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**EAT FOR
THE CLIMATE**

**Why do some eating habits
arouse such a strong backlash
in certain groups? Can anything
be done to rectify this?**

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EAT FOR THE CLIMATE

**What do you think society
could do to steer consumption
towards more climate-smart foods?
This might be about policies, agricultural
organizations, the retail chain,
the restaurant industry, and more.**

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**KEEP
SHORT-TERMISM
OFF THE PLATE**

Which actors play the most important role when it comes to making food production more sustainable, ecologically, socially, and economically?

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**KEEP
SHORT-TERMISM
OFF THE PLATE**

**What can we do as
consumers to strengthen
biodiversity through
our food choices?**

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KEEP SHORT-TERMISM OFF THE PLATE

The products covered in this section
(soy, palm oil, cocoa, coffee)
impact the living conditions of people
working in the plantations where they
are grown, or who live close by.

**What can we do to make
their lives better?**

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KEEP SHORT-TERMISM OFF THE PLATE

**Can you change anything in the way
you consume meat that will lead to
your consuming better-quality products?
How do the living conditions of
livestock raised for consumption
affect meat quality? Are there health
benefits in eating less meat?**

If you want to delve deeper into this subject,
check out WWF's Meat Guide:
wwf.se/mat-och-jordbruk/kottguiden

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**SHOULD LOCALLY
SOURCED FOOD ALWAYS
BE YOUR FIRST CHOICE?**

**Do you have any experience
in farming? What values/feelings
can growing your own food
contribute to? Would you like to
see more foodstuffs cultivated in
your local area? Why/why not?**

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SHOULD LOCALLY
SOURCED FOOD
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**SHOULD LOCALLY
SOURCED FOOD ALWAYS
BE YOUR FIRST CHOICE?**

**Is it important that locally
sourced products are
readily available where you
buy the food you eat?
Or are other things more
important if that which is on
offer is to be sustainable?**

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**SHOULD LOCALLY
SOURCED FOOD ALWAYS
BE YOUR FIRST CHOICE?**

**Should Sweden to invest more
in agriculture within the country
or is it better that other
countries that can produce more
cheaply supply us with food?**

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SHOULD LOCALLY
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ALWAYS BE YOUR
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**SHOULD LOCALLY
SOURCED FOOD ALWAYS
BE YOUR FIRST CHOICE?**

**Who does it benefit - and
who loses out - when we insist on
eating everything all year round, such
as fresh strawberries at Christmas?**

**What will be the result if
we eat as the season dictates?
What are the pros and cons?**

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