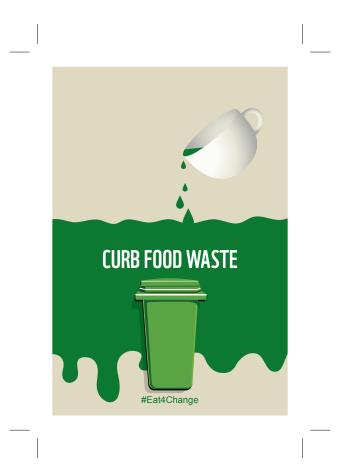
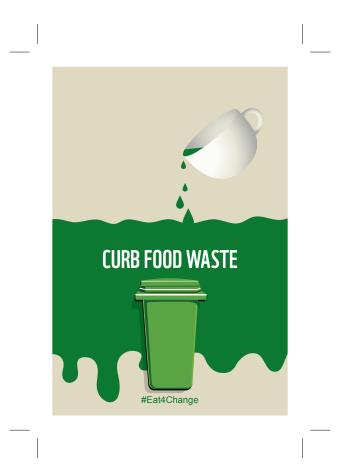


Why is food waste in many households so considerable – do we pay more attention to the best before date than we do to our own senses? Or is food so cheap that we don't feel that we must consume it all? Or is it the way foodstuffs are packaged that leads us to discard so much?



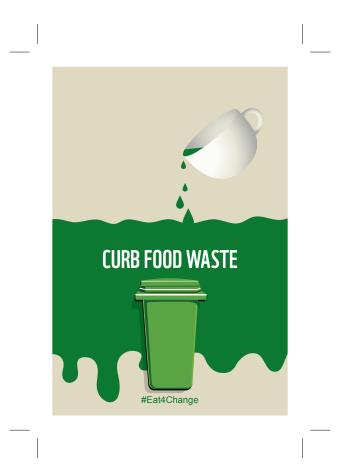


What would have to change that would stop us throwing away so much food?



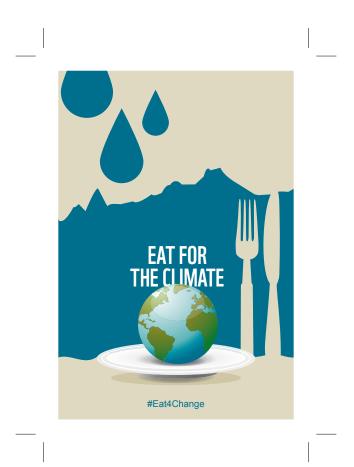


buy crooked cucumbers and blotchy apples, so that the storekeeper doesn't feel compelled to discard them?

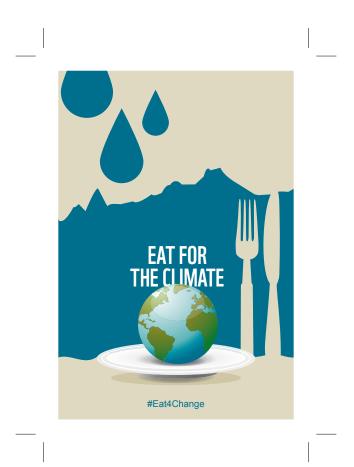




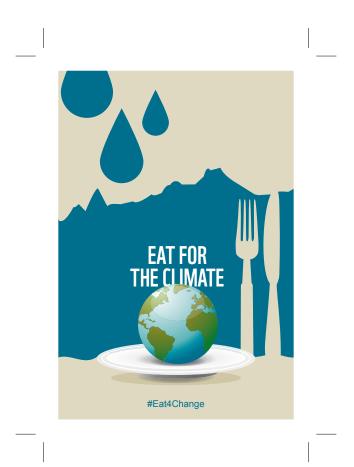
ls it possible to plan your purchases or organize your fridge/freezer in a way that will reduce waste?



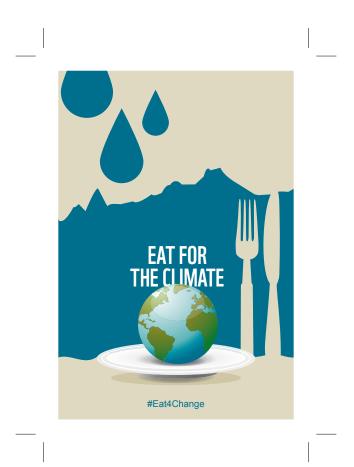
Nowadays we eat 70 per cent more meat than we did in the 1960s. Do you think this means that people ate better or worse back then compared to today? Better or worse for whom? In what way?



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?



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



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.



#### 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?





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



#### 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?



#### 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



#### 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?



#### 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?



#### 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?



#### 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?