

The moment for plant-based eating is Now

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Current dietary challenges

- ✦ **Meeting nutritional guidelines**
especially fat, saturated fat, and fibre
- ✦ **Public health and chronic disease risk**
'At least 80% of premature heart disease, strokes and type 2 diabetes and 40% of cancers could be prevented through **healthy diet**, along with regular physical activity and avoidance of tobacco'.
- ✦ **Sustainable food production**
The burgeoning human population is putting a huge strain on the planet. Animal foods are very resource heavy in terms of land use, water consumption and GHG production.




Can plant-based eating help meet these challenges?




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A consistent message from scientists and governments




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UK



France




Sweden


MORE
Vegetables, fruit and berries
fish and shellfish
nuts and seeds
exercise

SWITCH TO
wholegrain
healthy fats
low-fat dairy products

LESS
red and processed meat
salt
sugar
alcohol



The Netherlands



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Germany

Belgium

THE ACTIVE FOOD GUIDE PYRAMID
a guide for a daily balanced diet and active living

La pyramide alimentaire

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Australia

US

Choose **MyPlate.gov**

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Plant-based eating at the core: integrated in the food-based dietary guidelines

A Venn diagram consisting of four overlapping circles. The top circle is labeled 'UK Eatwell Guide', the left circle is 'Other FBDG', the right circle is 'Med Diet', and the bottom circle is 'Nordic'. The circles overlap in various combinations, with a central area where all four overlap.

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The moment for plant-based eating is Now

- What**
 - What is plant-based eating
 - Current food habits – far from plant-based
- Why**
 - Why plant-based eating?
 - For health
 - For health care cost
 - For planet
- How**
 - How to motivate to start plant-based eating?
 - Nudging strategies