

Action on Healthy Sustainable Diets

WWF's Eating for Net Zero

15 minute power discussion

1. What is the context?
1. WWF outline of healthy sustainable diet
1. Actions to deliver sustainable diets?



Ali Morpeth

NUTRITION MADE SIMPLE

We are faced with a triple challenge...

How to ensure food & nutrition security for all, while keeping global warming to 1.5C & reversing nature loss



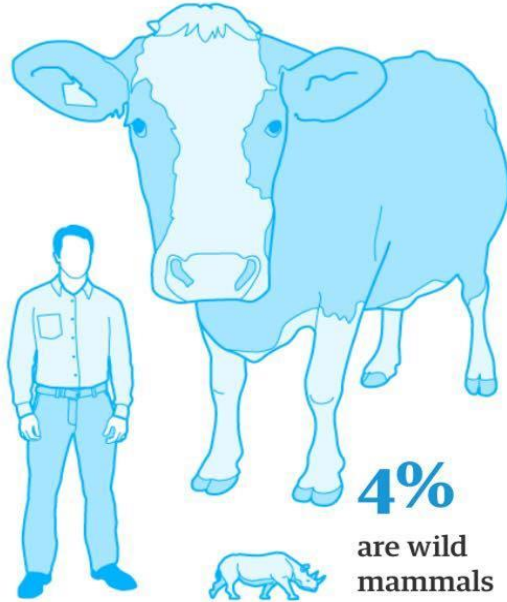
Ali Morpeth

NUTRITION MADE SIMPLE

Food system undermines our health and health of planet

60%
are livestock

36%
are humans



4%
are wild
mammals

- Less than 1% of people achieve EatWell
- Not enough fibre & diets too high in sugar, fat & salt
- Obesity and undernutrition in UK
- 30% GHG emissions from food system
- Livestock dominates land & resources

Image: WWF



Ali Morpeth
NUTRITION MADE SIMPLE

What is the URGENT transition we need to see?

- Mass uptake of plant-rich diets
- Protein transition is plant-first with seafood & “less & better” meat & dairy

**Essential to keeping food system within planetary limits
and promoting health**



What does a sustainable diet look like?

- Model UK diet - EatWell + environmental constraints
- **Not controversial**

Compared to current diet:
36% reduction in emissions
AND health co-benefits



Ali Morpeth

NUTRITION MADE SIMPLE

On a plate

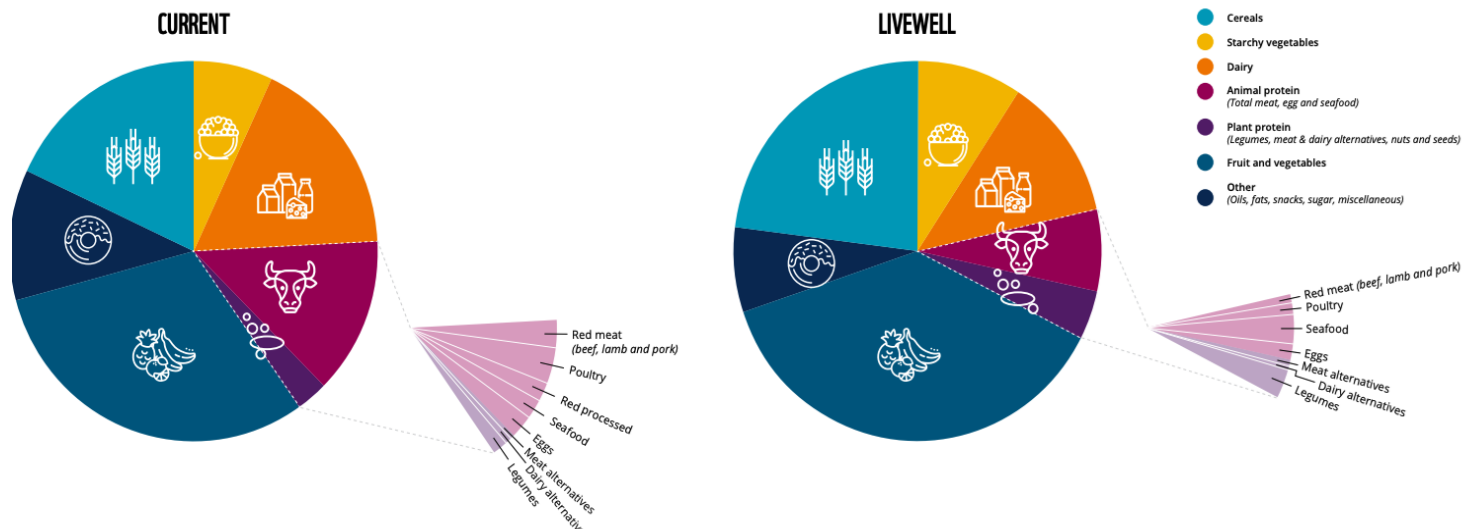


Figure 2. Composition of current consumption and the adult Livewell Plate in percentage of total daily food intake (grams per day, excluding beverages).

Increase:

- 35% whole grains
- 45% fruit and vegetables
- 50% beans & legumes
- Nuts & seeds

Reduce:

- 69% less meat
- 25% less dairy
- Calories
- HFSS

Benefits of WWF diet-transition

- Delivers UK public health nutrition targets
- Least possible deviation from current average diet
- **Limitations:** cost, dietary preferences, seafood

A shift to healthy, sustainable diets can deliver 'gigatonne-scale' emissions reductions (IPCC 2023)



Ali Morpeth

NUTRITION MADE SIMPLE

What are some of the levers to deliver diet-shift?

1. Food environments - plant forward
2. Mandatory reporting of animal protein
3. Updated UK dietary guidelines
4. Fast food marketing restrictions
5. Public food procurement
6. Reformulation across products and categories

What else?



Ali Morpeth

NUTRITION MADE SIMPLE

Take home messages

- Diet shift essential to enable **net zero transition & health**
- Diet shift can be delivered **within existing social norms**
- Individual **behaviour change** will not create pace or scale needed
- What's **available, affordable, accessible,** and how it's **marketed** determines what we eat



Ali Morpeth

NUTRITION MADE SIMPLE