

Gezond en duurzaam eten op de kaart gezet

*Een mixed-method onderzoek naar de representatie van het planetary health diet
in kranten uit verschillende landen wereldwijd*

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Samenvatting

Het *planetary health diet* heeft betrekking op de door een groep wetenschappers geschetste noodzakelijke verandering in eetgewoontes om in 2050 de wereldbevolking op een gezonde en duurzame manier te kunnen voeden. In het licht van culturele diversiteit en de sturende kracht van massamedia, is in dit *mixed-method* onderzoek getracht inzicht te krijgen in de wijze waarop dit dieet gerepresenteerd wordt in kranten uit verschillende landen wereldwijd. Hiervoor zijn de Verenigde Staten, Australië, India, het Verenigd Koninkrijk en Zuid-Afrika geselecteerd. Van elk van deze landen stonden drie Engelstalige kranten centraal. In totaal zijn 46 krantenartikelen verzameld die gepubliceerd zijn tussen januari en april 2019. Een *bottom-up* benadering in de vorm van een kritische discoursanalyse binnen een kleine selectie nieuwsberichten (n = 10) toonde dat het voorgestelde dieet weergegeven werd aan de hand van een negental nieuwsframes, namelijk het oorzakelijk verantwoordelijkheidsframe, het oplossingsverantwoordelijkheidsframe, het conflictframe, het familiariteitsframe, het gezondheidsframe, het economische consequentiefame, het realisatieframe, het prescriptieframe en het ecologieframe. Vanuit een *top-down* perspectief zijn vervolgens met een kwantitatieve inhoudsanalyse de toepassingsfrequenties van de geïdentificeerde frames in alle nieuwsberichten (n = 46) geïnventariseerd. Hieruit bleek dat er significante cross-culturele variaties waren in het gebruik van de nieuwsframes, waardoor het *planetary health diet* op uiteenlopende manieren gerepresenteerd werd. Vervolgonderzoek zou onder meer de representatie van dit dieet over een langere tijdsperiode kunnen analyseren en daarbij focussen op nieuwsberichten in verschillende talen en van media uit andere landen dan de vijf die voor dit onderzoek geselecteerd waren.

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1. Inleiding

Voedselproductie en –consumptie vormt een steeds grotere bedreiging voor zowel het milieu als de gezondheid van de mens (Tilman & Clark, 2014). Zo zou de voedingsmiddelenindustrie vandaag de dag één van de grootste oorzaken zijn van ongewenste klimaatveranderingen en van de afname van biodiversiteit (Vermeulen, Campbell, & Ingram, 2012). Bovendien is er bij een toenemend deel van de wereldbevolking sprake van een langdurig ondermaatse of juist overmaatse voedselinname (Willett et al., 2019). Dit leidt tot een verhoogd risico op mortaliteit door ondervoeding dan wel door aandoeningen als obesitas, diabetes en hart- en vaatziekten.

Om in 2050 de mondiale populatie op een gezonde manier te kunnen voeden en een leefbare planeet te houden, pleit de EAT-Lancet commissie – een internationale groep toonaangevende wetenschappers – voor een transformatie van het globale voedselsysteem (Willett et al., 2019). Hierbij staat de duurzame productie van voedsel centraal evenals het *planetary health diet*¹. Dit is een grotendeels plantaardig dieet waarbij af en toe een beperkte hoeveelheid dierlijke voedingsmiddelen geconsumeerd wordt. Deze voorgestelde transitie naar een gezond en duurzaam voedselsysteem vereist echter wereldwijd (radicale) veranderingen in attitude en gedrag van consumenten, organisaties en overheden.

Massamedia² kunnen met berichtgevingen publieke opvattingen en impressies over het *planetary health diet* sturen en mogelijk gedragingen van burgers beïnvloeden (Entman, 2007; Scheufele & Tewksbury, 2007). Hoe informatie over het aanbevolen dieet weergegeven wordt en op welke manier dit het publiek stuurt, kan variëren tussen landen door verschillen in de bijbehorende nationale culturen (Van Gorp, 2007). In de context van deze macht van massamedia, de invloedrijke culturele aspecten en het belang dat mondiaal een flexitairisch eetpatroon wordt aangenomen, ligt de focus van dit onderzoek op de wijze waarop het *planetary health diet* gerepresenteerd wordt in nieuwsmedia – specifiek in kranten – in meerdere landen wereldwijd.

2. Theoretisch kader

2.1 Gatekeeping

De complexiteit van het alledaagse leven maakt dat niet over elke gebeurtenis of kwestie bericht kan worden (Shoemaker & Reese, 1996). In het medialandschap functioneren journalisten daarom als *gatekeepers* (Chadwick, 2017). Zij hebben de macht om te bepalen wat wel en wat

¹ Het *planetary health diet* is een flexitairisch dieet (Willett et al., 2019). In dit onderzoek fungeren de concepten ‘flexitairisch dieet’ en ‘flexitairisch eetpatroon’ dan ook als verwijzingen naar het *planetary health diet*.

² De term ‘massamedia’ refereert aan communicatiemiddelen, zoals de televisie, de radio en kranten, die gebruikt worden door organisaties om informatie – onder andere omtrent nieuws en actualiteiten – over te brengen aan een groot publiek (Shoemaker & Vos, 2009).

niet onder de aandacht van het publiek gebracht wordt. Deze journalistieke interventie, waarbij de realiteit gesimplificeerd en actief ge(re)construeerd wordt, wordt geleid door nieuwswaarden (Scheufele, 2000; Shoemaker & Vos, 2009). Op basis van journalistieke regels en sociaal-culturele waarden en normen schatten journalisten in welke gebeurtenissen of kwesties betekenisvol, interessant en relevant zijn voor het publiek (O'Neill & Harcup, 2009).

Nieuwsmedia zijn vanwege de grote nieuwswaarde doorgaans gericht op opmerkelijke of onverwachte fenomenen, met name in de trant van slecht nieuws (O'Neill & Harcup, 2009). Slecht nieuws impliceert overwegend dat er sprake is van een (sociaal) probleem en waar mogelijk er (collectief) acties ondernomen moeten worden om dit probleem op te lossen (Shoemaker & Vos, 2009). Ondanks deze focus van nieuwsmedia op actuele kwesties met veelal direct merkbare consequenties, neemt de belangstelling van media toe voor langetermijnvraagstukken, onder meer betreffende voedsel, milieu en gezondheid (Anderson, 2009; Holt & Barkemeyer, 2012). Voor dit soort toekomstige problemen zijn nu al grote veranderingen nodig, waardoor het essentieel is om met nieuwsberichten vandaag de dag aan de orde te stellen (Bonfadelli, 2010; Hansen, 2011; O'Neill & Harcup, 2009).

2.2 Agenda-setting

Door middel van het selecteren van gebeurtenissen of kwesties die onder de aandacht gebracht worden, beïnvloeden journalisten bedoeld of onbedoeld de publieke agenda (Scheufele & Tewksbury, 2007). Dat wil zeggen, onderwerpen of fenomenen die frequent en intensief aangekaart worden in de (massa)media, worden hierdoor ook saillant in de publieke sfeer (McCombs, 2014). Journalisten sturen hiermee de aandacht van het publiek en geven vorm aan het publieke discours, en mogelijk ook aan het politieke debat (Skogerbø, Bruns, Quodling, & Ingebretsen, 2016). Zo zou de nieuwsmedia in meerdere landen, waaronder Australië, het Verenigd Koninkrijk en de Verenigde Staten, hebben bijgedragen aan de ontwikkeling van een enigszins maatschappelijk bewustzijn omtrent milieukwesties en controversies ten aanzien van voedsel en gezondheid (Lockie, 2006; Lupton, 2004). Hierdoor zou er in relatie tot deze problemen (en de toekomst) ook onrust zijn ontstaan onder burgers en binnen overheidsinstanties (Bonfadelli, 2010; Hansen, 2011; Lawrence, 2004).

2.3 Framing

Naast het selecteren van gebeurtenissen of vraagstukken en het bepalen van de mate waarin deze aan de orde worden gesteld in nieuwsberichten, heeft journalistieke interventie ook betrekking

op de wijze waarop informatie door journalisten gerepresenteerd³ wordt (Entman, 2007; Scheufele & Tewksbury, 2007). Journalisten passen bewust of onbewust *framing* toe als techniek om de complexiteit van gebeurtenissen of kwesties, zoals klimaatveranderingen en voedselrisico's, op efficiënte wijze te reduceren (De Vreese, 2005; Nisbet & Newman, 2015). Middels het selecteren, structureren en verbinden van informatie worden slechts enkele aspecten van het fenomeen dat centraal staat belicht en daarmee een specifieke betekenis of interpretatie uitgedragen (De Vreese, 2005; Entman, 2007). Door de mediaframes die uit dit proces van *framing* voortkomen, kunnen bovendien de impressies, kennis, oordelen en mogelijk ook het gedrag van het publiek gestuurd worden (Entman, 2007; Nisbet, 2009; Scheufele & Tewksbury, 2007). Dit zou betekenen dat de manieren waarop kranten het *planetary health diet* weergeven, zo het denken, voelen en handelen van mensen beïnvloedt met betrekking tot de veronderstelde relatie tussen voedsel, gezondheid en milieu.

Nieuwsframes

Journalisten kunnen in de verslaggeving van nieuws en actualiteiten tal van frames hanteren. Sommige mediaframes komen alleen voor in relatie tot (zeer) specifieke onderwerpen en zijn daardoor beperkt generaliseerbaar (De Vreese, 2005). Daarentegen zijn er ook frames die veelvuldig terug te vinden zijn in nieuwsberichten over meerdere (uiteenlopende) fenomenen en in verschillende sociaal-culturele contexten (Semetko & Valkenburg, 2000). Op basis van eerdere onderzoeken zijn enkele veelvoorkomende van deze zogeheten generieke nieuwsframes geïdentificeerd.

Een eerste gangbaar nieuwsframe is het menselijke interesseframe, waarbij gebeurtenissen of kwesties vanuit een emotionele invalshoek weergegeven worden (Semetko & Valkenburg, 2000). Hiermee wordt getracht het nieuws te personaliseren om de interesse van een zo'n groot mogelijk publiek te wekken en een gevoel van verbondenheid te creëren (Neuman, Just, & Crigler, 1992).

Het verantwoordelijkheidsframe is een ander generiek frame dat veelvuldig gebruikt wordt in nieuwsmedia (De Vreese, 2005; Semetko & Valkenburg, 2000). Journalisten geven kwesties of problemen in dit geval op zo'n manier weer dat de verantwoordelijkheid voor het veroorzaken of juist het oplossen ervan wordt toegekend aan specifieke individuen, bevolkingsgroepen, organisaties of overheidsinstanties. Het oorzakelijk verantwoordelijkheidsframe en het

³ In navolging van Scheufele en Tewksbury (2007) worden de termen 'representatie' en 'framing' in dit onderzoek als uitwisselbaar beschouwd.

oplossingsverantwoordelijkheidsframe kunnen zodoende als subframes worden onderscheiden (Liang, Taai, Mattis, Konieczna, & Dunwoody, 2014).

Een derde algemeen nieuwsframe is het economische consequentiefame (Neuman et al., 1992; Semetko & Valkenburg, 2000). Hierbij leggen journalisten in nieuwsberichten de nadruk op de economische impact van een gebeurtenis of kwestie op bijvoorbeeld personen, (belangen)groepen, instituties of landen.

Het conflictframe is een vierde universeel toepasbaar nieuwsframe (Semetko & Valkenburg, 2000). Om de aandacht van het publiek te trekken worden nieuwswaardige vraagstukken of gebeurtenissen middels dit frame weergeven in termen van meningsverschillen of onenigheid tussen actoren (De Vreese, 2005). Complexe problematiek wordt zo gereduceerd tot een eenvoudig conflict met voor- en tegenstanders dan wel met winnaars en verliezers (Semetko & Valkenburg, 2000).

Een ander veelvoorkomend generiek nieuwsframe is het moraliteitsframe, waarbij fenomenen door journalisten geplaatst worden in de context van morele en/of ethische standaarden (Semetko & Valkenburg, 2000). Vanwege de journalistieke norm van objectiviteit gebeurt dit op enigszins indirecte wijze door bijvoorbeeld het gebruik van verwijzingen of quotaties (Neuman et al., 1992).

Nieuwsframes en fenomenen

Het is onder meer afhankelijk van het fenomeen welke nieuwsframes – en subframes die hier mogelijk uit voortkomen – toegepast worden in berichtgevingen (De Vreese, 2005; Semetko & Valkenburg, 2000). Dit blijkt ook uit verschillende onderzoeken die door de jaren heen zijn gedaan naar de (onafhankelijke) representatie van voedsel-, milieu- en gezondheidsvraagstukken in nieuwsmedia (e.g., Bonfadelli, 2010; Lawrence, 2004; Lupton, 2004; Tong, 2014).

Met het in 2019 geïntroduceerde *planetary health diet* speelt de EAT-Lancet commissie in op de aanname dat voedsel nadrukkelijk verbonden is aan zowel het milieu als de gezondheid van mensen (Tilman & Clark, 2014; Willett et al., 2019). Media-aandacht voor dit flexitarische dieet heeft daardoor betrekking op meerdere fenomenen, zoals voedselproductie en -consumptie, eetculturen, klimaatveranderingen, duurzaamheid en het welzijn van mensen. Hierdoor kunnen de door journalisten gehanteerde frames die de discours in massamedia rond het voorgestelde eetpatroon karakteriseren, uiteenlopen. Er is echter nog relatief weinig tot geen onderzoek gedaan naar de wijze waarop het *planetary health diet* – en daarmee de onderlinge relatie tussen de hierboven besproken fenomenen – gerepresenteerd wordt in nieuwsmedia.

Nieuwsframes en (eet)culturen

De sociaal-culturele context waarbinnen mediateksten gevormd worden, stuurt de manieren waarop gebeurtenissen of kwesties gedefinieerd worden, welke objecten, actoren en acties aangekaart worden en of dit gepaard gaat met positieve, negatieve of neutrale argumenten (Scheufele, 2000; Semetko & Valkenburg, 2000). Dit betekent dat de wijze waarop onderwerpen – zoals het *planetary health diet* – geframed worden in nieuwsmedia, mogelijk varieert tussen landen door verschillen in normen, waarden en overtuigingen van de bijbehorende nationale culturen (Hansen, 2011; Van Gorp, 2007).

De unieke cultuur van etnische groepen of naties zit verankerd in alledaagse (gedrags-) praktijken, zoals de eetgewoontes (Corder & Meyerhoff, 2008; Hua, 2014). Gevestigde tradities met betrekking tot het bereiden van bepaalde soorten voedsel en de gebruiken rond het consumeren van specifieke etenswaren, vormen de eetcultuur van groepen mensen of gemeenschappen (Nam, Yo, & Lee, 2010). In (Noord-)Amerika en Europa worden de eetculturen bijvoorbeeld gekenmerkt door de consumptie van grote hoeveelheden vlees, zuivel en gevogelte (Willett et al., 2019). Hoewel in Azië juist groente, fruit en granen de belangrijkste onderdelen zijn van het voedingspatroon, krijgt ook vlees een prominentere rol door de toenemende welvaart in Aziatische landen (Nam et al., 2010). Door de huidige voedingstoestand in sub-Sahara-Afrika, worden in dit werelddeel voornamelijk zetmeelrijke groenten en peulvruchten gegeten en slechts beperkte hoeveelheden noten, fruit, granen of dierlijke voedingsmiddelen (Willett et al., 2019). Dit heeft mede tot gevolg dat een groot deel van de Afrikaanse bevolking op dagelijkse basis niet voldoende voedingsstoffen binnenkrijgt.

Door deze wereldwijde diversiteit in eetgewoontes zal de overgang naar het *planetary health diet* voor de ene (nationale) cultuur ingrijpender zijn dan voor de ander (Willett et al., 2019). Daarnaast kan de (culturele) houding ten aanzien van dit flexitarische eetpatroon variëren evenals de bereidheid om de eetgewoontes aan te passen. Vanuit een milieu- en gezondheidsperspectief zou een mondiale transitie naar een gezond en duurzaam eetpatroon echter noodzakelijk zijn (Tilman & Clark, 2014; Willett et al., 2019). In het licht van dit wereldvoedselprobleem⁴, de invloed van de sociaal-culturele context op de wijze van representatie in nieuwsmedia en de sturende kracht van deze communicatiekanalen, staat in dit onderzoek de volgende vraag centraal: *Op welke wijze wordt het planetary health diet gerepresenteerd in krantenartikelen van nieuwsmedia in verschillende landen wereldwijd?*

⁴ De term ‘wereldvoedselprobleem’ staat voor de wereldwijde (toekomstige) gezondheids- en milieukwesties die relateren aan voedselconsumptie (en –productie) (Willett et al., 2019).

3. Methode

3.1 Corpus

In dit onderzoek is getracht om, met het oog op culturele diversiteit, inzicht te krijgen in de manieren waarop het geschetste flexitarische dieet weergegeven wordt in nieuwsmedia wereldwijd. Hiervoor zijn vijf landen geselecteerd, uit pragmatische overwegingen met Engels als officiële taal, namelijk de Verenigde Staten, Australië, India, het Verenigd Koninkrijk en Zuid-Afrika. Ieder van de geselecteerde landen is gepositioneerd in één van de volgende continenten: (Noord-)Amerika, Australië, Azië, Europa en Afrika.

Ondanks de opkomst van sociale media platformen, vormen traditionele nieuwsmedia, zoals kranten, vandaag de dag nog steeds een belangrijke bron van informatie (Chadwick, 2017). In dit onderzoek staan daarom drie van de grootste (kwaliteits-)kranten, zowel dagbladen als weekbladen, van elk van de vijf gekozen landen centraal. Uitgaande van de omvangrijke oplage, het aanzienlijke lezersbereik en de daardoor prominente rol in het sturen van de maatschappelijke aandacht, attitude en wellicht (collectieve) gedragingen, zijn van de Amerikaanse kranten, de *USA Today*, *The New York Times* en *The Washington Post* geselecteerd; van alle kranten uit Australië, *The Sydney Morning Herald*, *The Age* en *The Courier-Mail*; van de Indiase kranten, de Engelstalige dagbladen *The Hindu*, de *Hindustan Times* en *The Telegraph*; van de kranten uit het Verenigd Koninkrijk, *The Times*, *The Independent* en de *Daily Mail* en ten slotte de Engelstalige kranten *The Star*, de *Mail & Guardian* en de *Sunday Times* van alle nationale en regionale kranten uit Zuid-Afrika.

De online databank *Nexis Uni* is gebruikt om met de zoektermen ‘planetary health diet’ en ‘(EAT-)Lancet’ alsmede de combinatie van de woorden ‘diet/food’, ‘health’ en ‘environment/climate’ te komen tot een corpus van krantenartikelen – gepubliceerd tussen januari en april 2019 – betreffende het flexitarische eetpatroon. De uitgave van het rapport van de EAT-Lancet commissie over voedsel, gezondheid en de aarde op 16 januari 2019 is hierbij als uitgangspunt genomen. In tegenstelling tot nieuwsberichten en redactionele artikelen, zijn reviews en brieven aan de redactie vanwege de (uiterst) persoonlijke aard niet meegenomen in het corpus. Ditzelfde geldt voor de artikelen die wel de combinatie van de verschillende zoektermen bevatten, maar na een oriënterende lezing geen (direct) verband bleken te houden met het *planetary health diet*. Krantenberichten die betrekking hadden op het flexitarische dieet, maar waarin niet expliciet verwezen werd naar het EAT-Lancet rapport zijn wel meegenomen in het corpus. Tabel 1 toont per land het aantal verzamelde krantenartikelen met hierbij het gemiddeld aantal woorden per artikel. Een overzicht van de krantenberichten is opgenomen in Bijlage 1 en in Bijlage 2 zijn de volledige artikelen te vinden.

Tabel 1

Aantal verzamelde krantenartikelen en het gemiddelde woorden aantal per artikel, uitgesplitst per land

	Aantal krantenartikelen	Gemiddeld woorden aantal (SD)
Verenigde Staten	7	783.86 (445.04)
Australië	12	643.17 (358.42)
India	7	432.43 (159.62)
Verenigd Koninkrijk	11	742.09 (527.13)
Zuid-Afrika	9	727.44 (200.98)
Totaal	46	672.65 (278.22)

3.2 Data-analyse

Om een duidelijk beeld te krijgen van de representatie van het *planetary health diet* in kranten uit meerdere landen wereldwijd, is in dit onderzoek een kwalitatieve en kwantitatieve methodologie gehanteerd. Kwalitatief onderzoek in de vorm van een kritische discoursanalyse vormde hier een *bottom-up* benadering, waarbij een kwantitatieve inhoudsanalyse vanuit een *top-down* perspectief als aanvulling hierop diende.

3.2.1 Kritische discoursanalyse

Bij een kritische discoursanalyse ligt de nadruk op het beschrijven en begrijpen van de complexe relatie tussen discours – ofwel de structuren en strategieën van (media)teksten, gesprekken en/of visuele beelden – en (journalistieke) macht in een bepaalde sociaal-culturele en politieke context (Van Dijk, 1993). Middels deze multidisciplinaire methodologische benadering wordt vanuit een kritische invalshoek inzicht verkregen in de asymmetrie van macht in discours. In de context van nieuwsmedia wordt hierdoor ook duidelijk welke frames door journalisten gehanteerd zijn.

Het kader van Carvalho (2008) voor het kritisch analyseren van mediadiscoursen is gebruikt om in een kleine selectie krantenartikelen de toegepaste frames te identificeren en op gedetailleerde wijze te kunnen beschrijven. Hiervoor zijn per land twee artikelen (van verschillende kranten) willekeurig gekozen. Elk van deze geselecteerde krantenartikelen is allereerst meerdere keren gelezen om een totaalbeeld van het artikel en de meest significante karakteristieken te krijgen. Hierbij is tevens aandacht besteed aan de lay-out en structurele organisatie van de teksten, en daarmee aan elementen als de (tussen)koppen, de (samenvattende) inleiding en eventuele tabellen, figuren of afbeeldingen (Carvalho, 2008; Van Dijk, 1993). In de volgende fase lag de focus per artikel op het verkennen van de aangehaalde objecten of concepten, zoals de natuur, het milieu en de aarde, evenals de (dominante) actoren, waaronder wetenschappers, populaties en overheden (Carvalho, 2008). Centraal stond hier dus datgene wat in relatie tot het flexitarische dieet gezegd werd, dan wel waarnaar of naar wie verwezen werd, hetgeen juist niet benoemd werd en de mogelijke implicaties hiervan. Ten slotte zijn de talige

aspecten van de artikelen geanalyseerd. Nieuwsframes worden namelijk onder meer geconstrueerd door een specifieke terminologie, syntax, schrijfstijl en metaforen of andere gebruikte retorische figuren (Berger, 2019; Carvalho, 2008).

Aan de hand van de verschillende stappen van de analyse zijn van elk krantenbericht, zinnen of tekstfragmenten – als de analyse-eenheden – ingedeeld onder de uit de literatuur voortgekomen nieuwsframes of onder een nieuw gecreëerd frame wanneer de al bestaande niet voldeden. Vervolgens is gekeken in hoeverre er binnen elk frame sprake was van bepaalde clusters, op basis waarvan aansluitend meerdere subframes zijn onderscheiden.

3.2.2 Kwantitatieve inhoudsanalyse

Ondanks dat een kritische discoursanalyse bijdraagt aan het verkrijgen van een gedetailleerd beeld van de manieren waarop het *planetary health diet* geframed wordt, is het een arbeids- en tijdsintensieve methodologie en daarom uitgevoerd op slechts een klein aantal krantenberichten. Een kwantitatieve inhoudsanalyse biedt daarentegen de mogelijkheid om op systematische wijze aanzienlijke hoeveelheden (media)teksten te analyseren (Alberts, Nakayama, & Martin, 2010). Hierbij staat het coderen van specifieke (talige) karakteristieken, in relatie tot vooraf gedefinieerde categorieën, centraal (Hsieh & Shannon, 2005). Middels deze methodologische benadering is dan ook het gehele corpus geanalyseerd. Er is daarbij gebruik gemaakt van een coderingsschema dat is opgesteld op basis van de kritische discoursanalyse en de literatuur (zie Bijlage 3). Het doel van deze aanvullende analyse was het inventariseren van de gehanteerde nieuwsframes om zo eventuele verschillen in de representatie van het *planetary health diet* tussen de vijf geselecteerde landen inzichtelijk te maken. In Bijlage 4 is het gehanteerde coderingsprotocol te vinden en in Bijlage 5 zijn enkele artikelen met coderingen opgenomen ter illustratie van het coderingsproces.

Alle gecodeerde observaties zijn ingevoerd in Excel en SPSS. Om een beeld te krijgen van de mate waarin elk van de frames voorkwam, zijn allereerst beschrijvende statistieken gebruikt, specifiek in de vorm van een grafiek en kruistabel (land*nieuwsframe). Een chi-kwadraattoets is voorts uitgevoerd om de relatie tussen de toepassing van nieuwsframes in de artikelen en het land van publicatie te achterhalen. Aansluitend is een post-hoc residuen-analyse gebruikt om voor categorieën individueel te bepalen of er sprake was van een significant verschil tussen de geobserveerde en verwachte frequentie wat betreft het gebruik van het nieuwsframe. Een *adjusted standardized residual score* groter dan 1.96 of kleiner dan -1.96 is hierbij beschouwd als de kritieke waarde voor statistische significantie (Agresti, 2002). Ten slotte zijn de krantenartikelen in het licht van de meest opmerkelijke resultaten nogmaals geraadpleegd om de (cultuur)specifieke toepassingen van de frames te identificeren.

4. Analyse

4.1 Kritische discoursanalyse

Door middel van de uitgevoerde kritische discoursanalyse betreffende de tien geselecteerde krantenartikelen uit de vijf landen, zijn in totaal zes verschillende nieuwsframes met in enkele gevallen bijbehorende subframes geïdentificeerd.

Het verantwoordelijkheidsframe

Het verantwoordelijkheidsframe (De Vreese, 2005; Semetko & Valkenburg, 2000) is één van de algemene nieuwsframes dat aanwezig was in de geanalyseerde krantenberichten. Bij deze wijze van representatie, waar de toewijzing van verantwoordelijkheid met betrekking tot het wereldvoedselprobleem centraal stond, zijn het oorzakelijk verantwoordelijkheidsframe en het oplossingsverantwoordelijkheidsframe als subframes onderscheiden (Liang et al., 2014).

Het oorzakelijk verantwoordelijkheidsframe

Met het oorzakelijk verantwoordelijkheidsframe werden onder meer consumenten of burgers door hun huidige eetgedrag neergezet als verantwoordelijken voor de wereldwijde toename van voedingsgerelateerde aandoeningen dan wel voor het in gevaar brengen van de gezondheid van de aarde. Zo stelde de Zuid-Afrikaanse krant de *Mail & Guardian*, “*there is not a country in the world that is not grappling with the serious health and environmental consequences of its citizens' diets*” (15 februari 2019). Een uitspraak van soortgelijke strekking stond onder meer in *The Sydney Morning Herald*, “*our [humans] predilection for diets high in meat, sugars and processed foods is stretching the earth to its limits and threatening the existence of humans and other species, food security and sustainability experts have said*” (18 januari 2019). Bij deze parafrase is niet alleen sprake van een toekenning van verantwoordelijkheid in relatie tot het ontstaan van de benoemde kwesties, maar ook van een toe-eigening van de verantwoordelijkheid, hetgeen blijkt uit de woordkeus van de journalist (‘our predilection’/onze voorliefde).

Het oplossingsverantwoordelijkheidsframe

Het oplossingsverantwoordelijkheidsframe werd in elk van de tien krantenberichten door de journalisten toegepast. Binnen dit frame werd de verantwoordelijkheid aangekaart van onder andere burgers (van specifieke landen of wereldwijd) of overheidsinstanties wat betreft het voorkomen van ecologische catastrofes en het verminderen van het aantal sterfgevallen door ongezonde, milieuonvriendelijke eetpatronen. Nadruk lag hierbij op de urgentie van veranderingen of acties die uitgevoerd moeten worden in relatie tot het wereldvoedselprobleem. Specifiek is dit de overstap naar een flexitairisch eetpatroon en volgens sommige nieuwsberichten

ook de invoering van een ondersteunend voedselbeleid. De toepassing van dit subframe ging gepaard met bijwoorden als ‘radically’, ‘dramatically’ en ‘fundamentally’, woorden die een versterkende betekenis hebben en daarmee de intensiteit van de geschetste (mondiale) aanpassingen duiden. Zo stond in een artikel van *The Sydney Morning Herald* de parafrase, “*humans must radically change the food we eat to avert catastrophic damage to the planet, . . . a major international consortium has warned*” (18 januari 2019).

Het conflictframe

Een ander generiek nieuwsframe dat gehanteerd werd in de krantenberichten, is het conflictframe (De Vreese, 2005; Semetko & Valkenburg, 2000). Middels het citeren en parafraseren van de meningen van belangengroepen en deskundigen dan wel door de ideeën die door de journalisten zelf geuit werden, werd op vereenvoudigde wijze de verdeeldheid weergegeven rond het *planetary health diet*. Het duiden van de tegengestelde standpunten ging gepaard met een tamelijk beschuldigende retoriek, wat immers een manier is om de aandacht van het leespubliek te trekken (Semetko & Valkenburg, 2000).

Door uitlatingen over het belang van vlees en zuivel voor zowel de ontwikkeling van kinderen als voor de gezondheid van volwassenen, werd het *planetary health diet* bekritiseerd. In een artikel van de Zuid-Afrikaanse krant *The Star* stelde de journalist bijvoorbeeld, “*by touting diets low in meat or dairy, it could even be harmful as animal source foods are important and provide nutrients that support rapid growth and immune protection*” (28 februari 2019). Deze uitspraak staat in contrast met het beeld van het flexitarische eetpatroon – waarbij hoofdzakelijk plantaardig gegeten wordt – als een gezond dieet. Verdeeldheid was ook zichtbaar rond de veronderstelde bijdrage van de consumptie (en productie) van dierlijke voedingsmiddelen aan milieuvervuiling en ongewenste klimaatveranderingen. Deze bijdrage werd in meerdere krantenberichten door de journalist en aangehaalde externe partijen genuanceerd of (indirect) als controversieel bestempeld.

Het menselijke interesseframe

Het menselijke interesseframe (Semetko & Valkenburg, 2000) is een ander algemeen nieuwsframe dat aanwezig was in de krantenartikelen. Hierdoor werd er een menselijk gezicht gegeven aan (informatie over) het wereldvoedselprobleem. Hoewel Semetko en Valkenburg (2000) bij deze wijze van representatie geen subframes onderscheidden, zijn in deze analyse twee subframes gevonden, namelijk het familiariteitsframe en het gezondheidsframe.

Het familiariteitsframe

Het familiariteitsframe kwam tot uiting door de toevoeging van een persoonlijke noot in de krantenberichten. Informatie over het *planetary health diet* werd door de journalisten enigszins afgestemd op de (eet)cultuur van het lezerspubliek. Hierdoor ontstaat – onder meer in combinatie met de frequent gebruikte persoonlijke voornaamwoorden ‘we’ en ‘us’ – mogelijk bij de lezers een gevoel van verbondenheid met het wereldvoedselprobleem en flexitarisme (Neuman et al., 1992; Semetko & Valkenburg, 2000). Zo werd in een artikel van de *Hindustan Times* (India) één van de Indiase wetenschappers uit de EAT-Lancet commissie geciteerd die stelde, “*for us [Indians], the message is fish is better than fowl, and fowl is better than flesh*” (17 januari 2019). Hieruit blijkt onder andere dat in de Indiase eetcultuur vis geen prominente rol speelt en er in relatie tot dit etenswaar veranderingen doorgevoerd moeten worden. De algemene mondiale aanbeveling wat betreft voedselconsumptie wordt hiermee in het krantenbericht cultuurspecifiek.

Het aanhalen van organisaties of geleerden uit het land waarin de nieuwsorganisatie zich bevindt – zoals bij het voorgaande voorbeeld – is ook een manier waarop meerdere krantenartikelen in culturele zin gepersonaliseerd zijn. Dit ging herhaaldelijk gepaard met een beschrijving van de huidige (probleem)situatie met betrekking tot voedsel, gezondheid en milieu in de eigen nationale cultuur. In een artikel van de Australische krant *The Sydney Morning Herald* stond bijvoorbeeld, “*roughly 2 million Australians report being food insecure and the issue of food security in Australia is expected to escalate, Dr Nuttman [an independent Australian expert] said*” (18 januari).

Bij de toepassing van dit subframe werd bovendien door middel van persoonlijke en herkenbare voorbeelden of afbeeldingen voor de lezers inzichtelijk gemaakt wat het flexitarische eetpatroon inhoudt. In een artikel van het Amerikaanse dagblad *The New York Times* werd onder andere een voor het publiek ogenschijnlijk bekend product gebruikt als maatstaf bij de uiteenzetting van het *planetary health diet*, “*that [a healthy diet] includes 14 grams, or about half an ounce, of beef or lamb a day. That’s roughly the equivalent of a McDonald’s Quarter Pounder every eight days*” (16 januari 2019). Met dergelijke vergelijkingen wordt ingespeeld op de belevingswereld van de lezers en kunnen zo bedoeld of onbedoeld bepaalde emoties en gevoelens worden opgeroepen, zoals boosheid, (on)begrip of verbazing.

Het gezondheidsframe

In de nieuwsberichten werd met het gezondheidsframe de onderlinge relatie tussen voeding en menselijke gezondheid aangekaart. Kernwoorden en uitdrukking binnen dit subframe waren: ‘unhealthy foods’, ‘unhealthy/poor diet(s)’, ‘healthy foods’ en ‘healthy/ideal diet(s)’. Ongezonde eenzijdige eetpatronen werden neergezet als één van de belangrijkste oorzaken van

gezondheidsproblemen wereldwijd, zonder dat daarbij nadrukkelijk verantwoordelijkheid werd toegekend aan entiteiten⁵. In onder meer een artikel van de Australische krant *The Courier-Mail* werd deze negatieve onderlinge relatie door de journalist aangestipt, “*many life-threatening chronic diseases are linked to poor diets, including obesity, diabetes, malnutrition and several types of cancer*” (17 januari 2019).

Daarnaast werd bij de toepassing van dit subframe ingegaan op de positieve impact die het *planetary health diet* heeft op individuen en diens gezondheid, wat daardoor mede als oplossing dient voor dieet-gerelateerde aandoeningen en sterfgevallen. Ook hierbij werd niet expliciet een (oplossings-)verantwoordelijkheid aan entiteiten toegekend. Zo stond in een artikel van de *Hindustan Times* de parafrase, “*the commission says the diet recommended by it, the so-called planetary health diet, could potentially avert between 10.9 million and 11.6 million premature deaths globally per year, reducing adult deaths by 19-23.6%*” (17 januari 2019). Met concrete aantallen en de woorden ‘avert’ (voorkomen) en ‘reducing’ (verminderen) wordt in dit voorbeeld de positieve samenhang tussen het geschetste flexitarische eetpatroon en de gezondheid van volwassen aangekaart.

Het economische consequentieframe

Een ander in de krantenartikelen geïdentificeerd generiek nieuwsframe is het economische consequentieframe (Neuman et al., 1992; Semetko & Valkenburg, 2000). Dit frame wordt gekenmerkt door de beschrijving van het flexitarische dieet in termen van de hieraan verbonden economische gevolgen voor specifieke (bevolkings-)groepen of voor mensen in het algemeen. Vanuit een negatieve invalshoek werden met dit frame door journalisten de (mogelijke) kosten benadrukt die verbonden zijn aan het hanteren van een gezond en duurzaam eetpatroon. Zo stelde de Zuid-Afrikaanse krant de *Mail & Guardian*, “. . . *fresh produce can be costlier than processed food*” (15 februari 2019). Vanuit een positieve invalshoek werden daarentegen in meerdere krantenberichten juist de aanzienlijke financiële voordelen beschreven die een verminderde vlees- en/of zuivelconsumptie met zich meebrengt. “*Cutting down on meat saved British people more than £2.8bn last year*” (*The Independent*, 16 januari 2019). Hierbij wordt indirect een link gelegd tussen welvaart en de consumptie van dierlijke voedingsmiddelen – specifiek vlees(waren) – als ogenschijnlijk kostbare producten. Daarnaast laat het voorbeeld wederom zien hoe journalisten informatie toespitsen op de nationale bevolking.

⁵ De term ‘entiteiten’ verwijst in deze context onder meer naar consumenten, individuen, burgers of bepaalde bevolkingsgroepen.

Het realisatieframe

In het overgrote deel van de krantenberichten is een nieuw frame geïdentificeerd, namelijk het zogenoemde realisatieframe. Dit frame kwam tot uiting door expliciete of impliciete vragen van externe partijen of van de journalist zelf over de maatschappelijke uitvoerbaarheid van de voorgestelde veranderingen in voedselconsumptie, de financiële haalbaarheid daarbij uitgezonderd. Zo werd onder meer in een artikel van de Zuid-Afrikaanse krant de *Mail & Guardian* kritisch geëvalueerd over de mate waarin het *planetary health diet* voldoende aansluit bij de wereldwijde diversiteit in eetculturen, “*given the diversity of food systems around the world, not to mention the role of culture and tradition in shaping diets, specific components would need to be adapted to local needs and tastes*” (15 februari 2019). Binnen dit frame werd ook de bereidheid en het vermogen van mensen om over te stappen op een flexitairisch eetpatroon ter discussie gesteld. De journalist van een artikel in *The Star* (Zuid-Afrika) stelde bijvoorbeeld, “. . . *at no point do the authors explain how the world’s less well-off – who tend to subsist on poor quality starches and who have limited access to milk, meat, eggs, fish – could follow their recommendations*” (28 februari 2019).

Het moraliteitsframe

Een ander algemeen nieuwsframe dat aanwezig was in de krantenartikelen, is het moraliteitsframe (Semetko & Valkenburg, 2000). Hierbij werd het *planetary health diet* in de context van morele standaarden geplaatst. Hoewel Semetko en Valkenburg (2000) verder geen subframes onderscheidden, zijn in deze analyse het prescriptieframe en het ecologieframe als subframes ontdekt.

Het prescriptieframe

Het prescriptieframe wordt gekenmerkt door moreel geladen uitingen in de vorm van specifieke voorschriften over de voedselconsumptie van mensen wereldwijd of van bepaalde bevolkingsgroepen. Ondanks dat in enkele van de nieuwsberichten nadrukkelijk vermeld stond dat het opgestelde *planetary health diet* een advies is, werd dit flexitairische eetpatroon veelal vanuit een ethisch optiek neergezet als een prescriptie. Hierbij werden frequent modale werkwoorden als ‘must’, ‘should’ en ‘would’ gebruikt. Deze woorden duiden een bepaalde noodzaak, verplichting, eis of instructie. Zo stond in de Amerikaanse krant *The Washington Post*, “. . . *eggs should be limited to fewer than about four a week, the report says. Dairy foods should be about a serving a day, or less*” (22 januari 2019). Dit voorbeeld toont hoe binnen dit subframe de journalisten zichzelf doorgaans met parafrases distantieerden van de normen die rond de

consumptie van voedsel impliciet zijn opgelegd door onder meer de wetenschappers van de EAT-Lancet commissie.

Het ecologieframe

In de krantenartikelen werd door de journalisten met het ecologieframe het onderlinge verband tussen voeding en milieu vanuit een moreel perspectief aangekaart. Kernconcepten hierbij waren: ‘environment/environmentally friendly’, ‘climate’, ‘agriculture’, ‘livestock’, ‘planet/earth’ en ‘sustainable/sustainability’. Binnen dit subframe werden ongewenste klimaatveranderingen en het mondiale verlies aan biodiversiteit gekoppeld aan dierlijke voedingsmiddelen. Het Amerikaanse dagblad *The New York Times* stelde onder meer, “*agriculture accounts for roughly a quarter of all greenhouse gas emissions, much of them produced by the raising of cattle and lamb*” (16 januari 2019).

Dit subframe kwam ook tot uiting door de nadruk die gelegd werd op het flexitarische dieet als duurzaam eetpatroon. Het milieu zou namelijk minder belast worden door de beperkte hoeveelheid vlees en zuivel die hierbij op dagelijkse basis geconsumeerd wordt. Zo stond in een artikel van *The Courier-Mail* (Australië), “*scientists have unveiled what they say is an ideal diet for the health of the planet*” (17 januari 2019). Het geschetste dieet wordt hier tamelijk positief neergezet, hetgeen onder meer blijkt uit de keuze van de journalist voor de woorden ‘unveiled’ (onthuld) en ‘ideal’ (ideaal). Tegelijkertijd wordt er een zekere mate van objectiviteit behouden, doordat de morele boodschap expliciet is toegekend aan wetenschappers (Neuman et al., 1992).

4.2 Kwantitatieve inhoudsanalyse

Met het coderingsschema dat is opgesteld op basis van de kritische discoursanalyse en de literatuur (zie Bijlage 3) zijn de gehanteerde (sub)frames in alle verzamelde krantenartikelen uit de Verenigde Staten, Australië, India, het Verenigd Koninkrijk en Zuid-Afrika geïnventariseerd. Ook de (cultuur)specifieke toepassingen van deze frames zijn geïdentificeerd. Met uitzondering van het conflictframe werden alle frames in de vijf landen in de nieuwsberichten over het *planetary health diet* gebruikt. De mate waarin de frames aanwezig waren, varieerde echter verhoudingsgewijs tussen de landen (zie Tabel 2). Een chi-kwadraatanalyse toont voorts een significante relatie tussen het land waarin de krantenberichten gepubliceerd zijn en de frequentie waarmee de verschillende nieuwsframes zijn toegepast ($\chi^2(32) = 53.250, p = 0.011$).

Tabel 2*Relatie tussen de aanwezigheid van de (sub)frames in krantenartikelen en het land van publicatie*

Frame	Land					Totaal
	Verenigde Staten	Australië	India	Verenigd Koninkrijk	Zuid-Afrika	
Prescriptief	33 (24.1%)	30 (14.1%)	17 (15.3%)	37 (16.1%)	28 (13.7%)	145 (16.2%)
Oplossings-verantwoordelijk	16 (11.7%)	26 (12.2%)	19 (17.1%)	40 (17.4%)	43 (21.0%)	144 (16.1%)
Familiariteit	21 (15.3%)	33 (15.5%)	16 (14.4%)	41 (17.8%)	30 (14.6%)	141 (15.7%)
Gezondheid	30 (21.9%)	30 (14.1%)	21 (18.9%)	28 (12.2%)	27 (13.2%)	136 (15.2%)
Ecologie	11 (8.0%)	36 (16.9%)	14 (12.6%)	34 (14.8%)	27 (13.2%)	122 (13.6%)
Realisatie	7 (5.1%)	23 (10.8%)	10 (9.0%)	16 (7.0%)	23 (11.2%)	79 (8.8%)
Oorzakelijk verantwoordelijk	10 (7.3%)	16 (7.5%)	12 (10.8%)	10 (4.3%)	15 (7.3%)	63 (7.0%)
Conflict	8 (5.8%)	10 (4.7%)	0 (0.0%)	19 (8.3%)	8 (3.9%)	45 (5.0%)
Economisch consequentie	1 (0.7%)	9 (4.2%)	2 (1.8%)	5 (2.2%)	4 (2.0%)	21 (2.3%)
Totaal	137 (100%)	213 (100%)	111 (100%)	230 (100%)	205 (100%)	896 (100%)

Opmerking: De vetgedrukte getallen duiden de categorieën met *adjusted standardized residuals* > 1.96 of < -1.96, en daarmee de statistisch significante verschillen.

De Verenigde Staten

Uit de nader uitgevoerde residuen-analyse blijken het gezondheidsframe (n = 30, adj. res. = 2.4) en het prescriptieframe (n = 33, adj. res. = 2.8) beduidend vaker dan verwacht te zijn toegepast in de krantenartikelen uit de Verenigde Staten. Ten opzichte van de andere vier landen waren het gezondheidsframe (21.9%, n = 30) en het prescriptieframe (24.1%, n = 33) hier dan ook verhoudingsgewijs het meest aanwezig (zie Tabel 2). Tevens werden deze frames in vergelijking met de andere nieuwsframes het vaakst door de Amerikaanse journalisten gebruikt. In de context van het wereldvoedselprobleem werden de aanbevelingen rond eetgewoontes dus hoofdzakelijk geportretteerd als instructies, met daarbij de focus op de samenhang tussen voeding en menselijke gezondheid. Deze (impliciet) voorgeschreven aanpassingen, die geduid werden met citaten en parafrases van uitspraken van deskundigen, waren overwegend (60.6%, n = 20) gericht op individuen uit welvarende landen.

Het gezondheidsframe werd bovendien in de Amerikaanse kranten merendeels (60.0%, n = 18) negatief toegepast. Het accent lag hierdoor op menselijke gezondheidsproblemen veroorzaakt door ongezonde eetgewoontes. Daarentegen werden de (algehele) gevolgen van voedingspatronen voor het milieu naar verhouding weinig aangekaart. Het ecologieframe werd dan ook significant minder door de Amerikaanse journalisten gehanteerd dan verwacht (n = 11, adj. res. = -2.0). Dit subframe kwam zodoende in vergelijking met de andere landen relatief gezien het minst (8.0%, n = 11) voor in de Amerikaanse krantenberichten (zie Tabel 2).

Overigens is het economische consequentiefame (0.7%, n = 1) het nieuwsframe dat binnen de artikelen uit de Verenigde Staten het geringst werd gebruikt.

Australië

De post-hoc residuen-analyse toont dat het economische consequentiefame significant vaker voorkwam in de Australische krantenberichten dan verwacht (n = 9, adj. res. = 2.1). Dit generieke nieuwsframe werd dan ook relatief gezien het meest (4.2%, n = 9) gebruikt door de Australische journalisten in vergelijking met de journalisten uit de andere landen (zie Tabel 2). Kijkend naar de mate waarin de verschillende frames toegepast werden binnen de nieuwsberichten uit Australië, blijkt het economische consequentiefame hiervan overigens het minst te zijn gebruikt. Het conflictframe (4.7%, n = 10) werd ook opmerkelijk weinig toegepast. Contrasterende meningen rond het *planetary health diet* bleven dus veelal onderbelicht.

Verder kwam het ecologieframe (16.9%, n = 36) het meest voor in de Australische krantenartikelen. De toepassing van dit subframe werd voor het merendeel (61.1%, n = 22) gekenmerkt door de beschrijving van de negatieve gevolgen van de algehele consumptie en productie van dierlijke voedingsmiddelen voor het klimaat en de ecosystemen. De morele boodschap werd hierbij impliciet geduid door middel van citaten en parafrases van de uitspraken van experts en wetenschappers.

India

Meningsverschillen over het flexitarische dieet als oplossing voor verschillende milieu- en gezondheidsproblemen werden niet door de Indiase journalisten uiteengezet. Alleen deskundigen als voorstanders van de geschetste veranderingen in de consumptie van voedsel werden aangehaald. Uit de residuen-analyse blijkt dan ook dat het conflictframe in de nieuwsberichten uit India beduidend minder aanwezig was dan verwacht (n = 0, adj. res. = -2.6). Dit generieke nieuwsframe is wel toegepast in krantenberichten uit de andere vier landen (zie Tabel 2). Verder werd het economische consequentiefame (1.8%, n = 2) slechts minimaal gebruikt door de Indiase journalisten.

Het gezondheidsframe (18.9%, n = 21) was het nieuwsframe dat het meest aanwezig was in de krantenartikelen uit India. Dit subframe kwam hoofdzakelijk (85.7%, n = 19) tot uiting door de gezondheidsvoordelen die in relatie tot een flexitairisch eetpatroon geschetst werden. Bovendien werd in de nieuwsberichten het oplossingsverantwoordelijkheidsframe (17.1%, n = 19) relatief veel toegepast. Met behulp van citaten en parafrases werd door de Indiase journalisten nadrukkelijk de verantwoordelijkheid geduid van zowel consumenten (57.9%, n =

11) als nationale overheden en beleidsmakers (42.1%, n = 8) om het wereldvoedselprobleem op te lossen.

Het Verenigd Koninkrijk

De post-hoc residuen-analyse toont dat in de artikelen van de geselecteerde kranten uit het Verenigd Koninkrijk, het conflictframe significant meer werd toegepast dan verwacht (n = 19, adj. res. = 2.6). Ten opzichte van de andere landen is dit nieuwsframe hier dan ook relatief gezien het meest (8.3%, n = 19) gebruikt (zie Tabel 2). Naast de standpunten van experts, wetenschappers en organisaties als voorstanders van de voorgestelde aanpassingen in de consumptie van voedsel, werden dus ook de overtuigingen van tegenstanders belicht.

Verder werden binnen de Britse krantenberichten, het familiariteitsframe (17.8%, n = 41) en het oplossingsverantwoordelijkheidsframe (17.4%, n = 40) het meest gebruikt. De beschrijving van het *planetary health diet* werd gekenmerkt door culturele voorbeelden en vergelijkingen evenals door de beschrijving van de verantwoordelijkheid van ‘de mens’ om met een verandering in eetgewoontes de aan voedsel gerelateerde gezondheids- en milieukwesties op te lossen. Het oorzakelijk verantwoordelijkheidsframe (4.3%, n = 10) kwam daarentegen – naast het economische consequentiefame (2.2%, n = 5) – het minst voor.

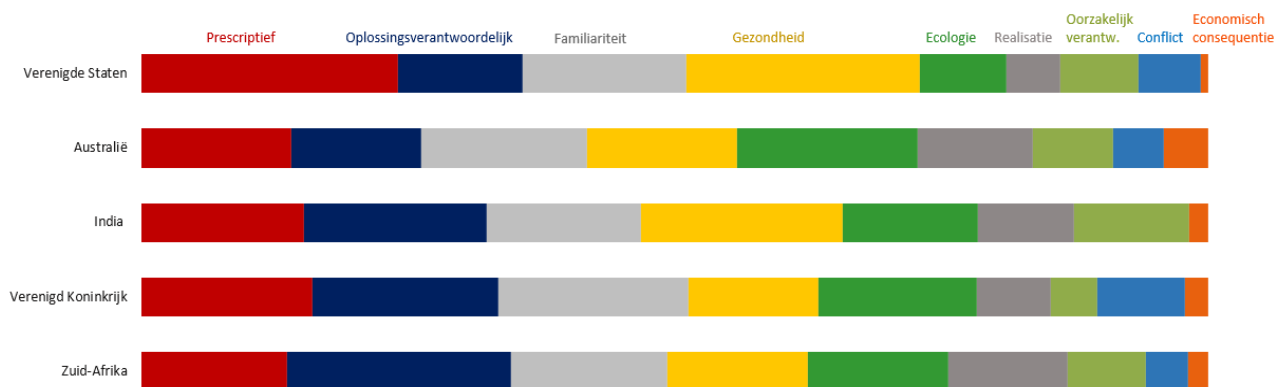
Zuid-Afrika

Uit de residuen-analyse blijkt dat het oplossingsverantwoordelijkheidsframe beduidend vaker voorkwam in de krantenartikelen uit Zuid-Afrika dan verwacht (n = 43, adj. res. = 2.2). Dit subframe was in vergelijking met de artikelen uit de andere landen hier dan ook verhoudingsgewijs het meest (21.0%, n = 43) aanwezig (zie Tabel 2). Het oplossingsverantwoordelijkheidsframe werd bovendien ten opzichte van de andere frames het vaakst door de Zuid-Afrikaanse journalisten gebruikt. Met citaten en parafrases van de uitspraken van deskundigen werd in nieuwsberichten de verantwoordelijkheid voor het oplossen van het (wereld)voedselprobleem toegekend aan burgers wereldwijd en ook specifiek aan consumenten in Zuid-Afrika (81.4%, n = 35). De verantwoordelijkheid van overheidsinstanties werd beduidend weinig (18.6%, n = 8) aangekaart. Verder waren het economische consequentiefame (2.0%, n = 4) en het conflictframe (3.9%, n = 8) slechts minimaal aanwezig.

Globaal overzicht toepassing frames

Meer dan 75% van de totale hoeveelheid gebruikte nieuwsframes (n = 896) werd gevormd door de toepassing van vijf van de negen (sub)frames, namelijk het prescriptiefframe, het oplossingsverantwoordelijkheidsframe, het familiariteitsframe, het gezondheidsframe en het ecologieframe (zie Figuur 1). Het prescriptiefframe (16.2%, n = 145) kwam hiervan het vaakst

voor in de krantenartikelen, alhoewel het verschil met de andere vier frames klein was. Het economische consequentiefame (2.3%, n = 21) werd van alle nieuwsframes aanzienlijk het minst gebruikt door de journalisten. Overigens was er bij geen van de vijf landen sprake van een significant hogere of lagere aanwezigheid van het familiariteitsframe, het realisatieframe of het oorzakelijk verantwoordelijkheidsframe in de nieuwsberichten dan verwacht. Dit was – zoals hierboven per land beschreven – wel het geval met de andere nieuwsframes.



Figuur 1. Sterkte aanwezigheid nieuwsframes in de krantenartikelen per land

5. Discussie en Conclusie

In dit onderzoek is getracht inzicht te krijgen in de wijze waarop het *planetary health diet* gerepresenteerd wordt in krantenartikelen van nieuwsmedia in vijf landen van over de hele wereld, namelijk de Verenigde Staten, Australië, India, het Verenigd Koninkrijk en Zuid-Afrika. Hierbij is zowel een kwalitatieve als kwantitatieve analyse uitgevoerd.

De kritische discoursanalyse toonde onder meer de toepassing van het verantwoordelijkheidsframe, het conflictframe, het menselijke interesseframe, het economische consequentiefame en het moraliteitsframe in relatie tot de beschrijving van het flexitarische dieet in krantenberichten. Dit is geen geheel onverwachte bevinding aangezien deze vijf frames in bestaande literatuur geïdentificeerd worden als generieke nieuwsframes (De Vreese, 2005; Neuman et al., 1992; Semetko & Valkenburg, 2000). De frames zijn zodoende toepasbaar in nieuwsberichten over uiteenlopende onderwerpen en in verschillende sociaal-culturele contexten.

Binnen deze algemene nieuwsframes bleken er meerdere subframes te zijn die door de journalisten werden gebruikt. Zo zijn het oorzakelijk verantwoordelijkheidsframe en het oplossingsverantwoordelijkheidsframe als subframes van het verantwoordelijkheidsframe onderscheiden. Dit sluit aan bij eerder onderzoek naar de representatie van klimaatveranderingen in nieuwsmedia waarin deze subframes ook geïdentificeerd zijn (Liang et al., 2014). Verder zijn het familiariteitsframe en het gezondheidsframe ontdekt als nieuwe subframes van het menselijke interesseframe. Bij het moraliteitsframe waren dit het prescriptiefame en het

ecologieframe. In de krantenberichten is ook het realisatieframe geïdentificeerd. Dit frame kon niet ondergebracht worden bij een van de eerder genoemde bestaande nieuwsframes. Vervolgonderzoek naar de manieren waarop andere onderwerpen, vraagstukken of gebeurtenissen geframed worden in nieuwsmedia, zal de generaliseerbaarheid van deze aanvullend geconstrueerde (sub)frames moeten uitwijzen.

Een mogelijke verklaring voor het gebruik van de verscheidenheid aan frames in de krantenberichten betreft de veelzijdige en complexe onderlinge relatie tussen voeding, gezondheid en milieu waarop het *planetary health diet* inspeelt. Journalisten – als de gatekeepers in het nieuwsproductieproces (Chadwick, 2017) – hadden daarom de mogelijkheid de geschetste veranderingen in eetpatronen vanuit diverse invalshoeken te benaderen. De betreffende informatie kon daarmee (bewust of onbewust) op een specifieke en ook gesimplificeerde wijze worden weergegeven (De Vreese, 2005; Scheufele & Tewksbury, 2007).

Kijkend naar de frequentie waarmee de geïdentificeerde (sub)frames gehanteerd werden (en de karakteristieke toepassingen hiervan), toonde de kwantitatieve inhoudsanalyse dat er aanzienlijke verschillen waren tussen de geselecteerde landen. Zo werd het prescriptieframe het meest toegepast in de Amerikaanse krantenartikelen, kwam het conflictframe het vaakst voor in de nieuwsberichten uit het Verenigd Koninkrijk en was het oplossingsverantwoordelijkheidsframe dominant in de Zuid-Afrikaanse kranten. Aangezien journalistieke praktijken doorgaans (nationaal) culturele normen, waarden, overtuigingen en (eet)gewoontes reflecteren (Scheufele, 2000; Van Gorp, 2007), kunnen variaties hiertussen hebben geleid tot de verschillen in framing van het *planetary health diet*. Deze (cultuur)specifieke representaties kunnen bovendien per land andere impressies, attitudes en gedragingen bij het publiek gestimuleerd hebben (Scheufele & Tewksbury, 2007).

In bijvoorbeeld de Indiase krantenartikelen was, in tegenstelling tot de artikelen uit de andere landen, het conflictframe afwezig. Dit kan mogelijk verklaard worden door de (sterke) collectivistische kenmerken van de Indiase cultuur (Kapoor, Hughes, Baldwin, & Blue, 2003). Binnen deze nationale cultuur wordt prioriteit gegeven aan de doelen en behoeftes van het collectief, wordt saamhorigheid aangemoedigd en zou harmonie bewaard moeten blijven (Hofstede, 2001). Daarom worden meningsverschillen minder benadrukt en conflicten over het algemeen vermeden. In de nieuwsberichten werden dan ook alleen voorstanders van het flexitarische dieet aangehaald. Hierdoor kan een positieve opvatting en houding ten aanzien van de voorgestelde verandering in eetgewoontes gestimuleerd worden onder de Indiase bevolking. Bovendien kan dit een (nationale) overgang naar het *planetary health diet* bevorderen.

Dit onderzoek heeft enkele limitaties die in acht genomen moeten worden bij de interpretatie van de resultaten. Allereerst had dit onderzoek betrekking op een enigszins korte periode direct na de uitgave van het EAT-Lancet rapport, waarin media-aandacht voor het *planetary health diet* relatief hoog was. In het licht van het wereldvoedselprobleem als langetermijnvraagstuk, zou een analyse over een langere tijdsperiode met mogelijk afwisselende belangstelling van nieuwsmedia een nauwkeuriger beeld kunnen geven van de wijze waarop het flexitarische dieet geportretteerd wordt. Hierdoor kan ook duidelijk worden of er veranderingen in representaties plaatsvinden. Bij verder cross-nationaal (kwantitatief) onderzoek over dit onderwerp wordt bovendien aangeraden per land de artikelen van een groter aantal kranten te analyseren en meerdere codeurs in te zetten dan in dit onderzoek, vanwege de beperkte omvang, is gedaan. Op deze manier kunnen de betrouwbaarheid en generaliseerbaarheid van de bevindingen worden vergroot.

Tevens is op basis van bestaande wetenschappelijke argumenten aangenomen dat sociaal-culturele normen, waarden, overtuigingen en gebruiken mogelijk invloed hebben uitgeoefend op de manieren waarop journalisten het *planetary health diet* geframed hebben. De uitgevoerde analyses in dit onderzoek bieden echter geen concrete verklaring voor de gevonden verschillen in representatie. Eventueel vervolgonderzoek zou daarom kunnen focussen op onderliggende (interne en externe) factoren die het proces van framing in nieuwsberichten over flexitarisme sturen. Hierbij is het van belang dat ook nieuwsberichten in verschillende talen en van media uit andere landen centraal komen te staan, aangezien in dit onderzoek de nadruk lag op alleen Engelstalige krantenartikelen uit slechts vijf landen wereldwijd.

Ondanks de voorgenoemde limitaties biedt het huidige onderzoek een eerste inzicht in de wijze waarop het *planetary health diet* gerepresenteerd wordt door journalisten in verschillende nationaal-culturele contexten. De voorgestelde verandering in de consumptie van voedsel bleek te worden aangekaart aan de hand van een negental (sub)frames. Verder is duidelijk geworden dat er cross-culturele variaties waren in de toepassing van deze frames. Het flexitarische dieet werd zodoende op uiteenlopende manieren weergegeven in de nieuwsberichten, daarbij afgestemd op het (lezers)publiek. Met het oog op journalistieke interventie en de sturende kracht van massamedia, kunnen deze nieuwsberichten bovendien de publieke agenda beïnvloeden en bijdragen aan de ontwikkeling van een maatschappelijk bewustzijn omtrent het wereldvoedselprobleem (Hansen, 2011; Scheufele & Tewksbury, 2007). Mogelijk motiveert dit mensen om de eetgewoontes aan te passen, zodat in 2050 de wereldbevolking op een gezonde en duurzame manier gevoed zou kunnen worden.

6. Literatuurlijst

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Bijlage 1. Corpus | Overzicht krantenartikelen

KRANTENARTIKELN - VERENIGDE STATEN

1.	New Diet Guidelines to Benefit People and the Planet: More Greens for All, Less Meat for Some; <i>The New York Times</i> , 16 januari 2019
2.	World's diet must change radically, report says; <i>USA Today</i> , 17 januari 2019
3.	Report: Save world, and yourself, by ditching red meat and switching to a plant-based diet; <i>The Washington Post</i> , 22 januari 2019
4.	Dangling a carrot over meat eaters; <i>The Washington Post</i> , 20 februari 2019
5.	Plant-based diets take root but aren't all the same; <i>USA Today</i> , 28 februari 2019
6.	Eat Your Veggies: Study Finds Poor Diets Linked to One in Five Deaths; <i>The New York Times</i> , 3 april 2019
7.	Eating for your Health, and the Planet's; <i>The New York Times</i> , 9 april 2019

KRANTENARTIKELN – AUSTRALIË

1.	Scientists believe people should be eating less meat and more vegetables; <i>The Courier-Mail</i> , 17 januari 2019
2.	Science tells us how to eat and produce food to save our planet: Food for thought; <i>The Sydney Morning Herald</i> , 18 januari 2019
3.	Slash red meat intake to help safeguard the planet: report; <i>The Age</i> , 18 januari 2019
4.	Anti-BBQ lobby meats its match; <i>The Courier Mail</i> , 18 januari 2019
5.	Meat habits: we no longer take it as red; <i>The Age</i> , 27 januari 2019
6.	Warning on biggest threats to humanity; <i>The Age</i> , 29 januari 2019
7.	I'm healthy now, but will going vegan for the year boost it even more?; <i>The Sydney Morning Herald</i> , 30 januari 2019
8.	Time for a fresh look at the reasons for obesity; <i>The Courier-Mail</i> , 1 februari 2019
9.	The men making meat-free eating a 'sexy' choice; <i>The Sydney Morning Herald</i> , 12 februari 2019
10.	Would you like sewer water with that?; <i>The Age</i> , 2 maart 2019
11.	Expert's view: Plant-based eating; <i>The Courier-Mail</i> , 5 maart 2019
12.	Why the debate between vegans and meat-eaters is pointless; <i>The Sydney Morning Herald</i> , 13 maart 2019

KRANTENARTIKELN – INDIA

1.	Cut red meat, sugar by 50%: Lancet's diet plan for the world; <i>The Hindu</i> , 17 januari 2019
2.	Diet revamp needed to feed 10 billion by 2050; <i>Hindustan Times</i> , 17 januari 2019
3.	Go easy on potatoes, not proteins, international panel says - Not time yet for Indians to lose sleep on meat diet; <i>The Telegraph</i> , 18 januari 2019
4.	What is it? The Planetary Health Diet; <i>The Hindu</i> , 23 januari 2019
5.	Time to push for a sustainable food system, say scientists; <i>The Hindu</i> , 4 april 2019
6.	The EAT-Lancet commission's diet plan will reduce both hunger and obesity; <i>Hindustan Times</i> , 7 april 2019
7.	The world must develop sustainable food systems; <i>Hindustan Times</i> , 8 april 2019

KRANTENARTIKELN – VERENIGD KONINKRIJK

1.	Planetary health diet: Developed countries must cut red meat eating by 80% to protect Earth; <i>The Independent</i> , 16 januari 2019
2.	Surely some mis-steak? Climate change activists say we should eat just 14g of meat a day; <i>Daily Mail</i> , 16 januari
3.	Cut meat to half-rasher a day to save planet; <i>The Times</i> , 17 januari 2019
4.	Now we're told: Slash your meat and sugar; <i>Daily Mail</i> , 17 januari 2019
5.	Cut down red meat by 90% to save the planet; <i>The Times</i> , 17 januari 2019
6.	Call for consensus as climate change talks start; <i>The Times</i> , 18 januari 2019
7.	Outcry over taoiseach's new diet reveals blind ignorance of climate change; <i>The Times</i> , 20 januari 2019
8.	What's the beef about eating less red meat?; <i>The Times</i> , 4 februari 2019
9.	Planting good habits in your diet; <i>The Independent</i> , 5 februari 2019
10.	Going vegan sent me off my trolley!; <i>Daily Mail</i> , 23 februari 2019
11.	Veggie disc anyone? EU to rule burgers must be meaty; <i>The Independent</i> , 5 april 2019

KRANTENARTIKELN – ZUID-AFRIKA

1.	This is the diet that'll save the Earth from over population, say experts; <i>Sunday Times</i> , 17 januari 2019
2.	How to feed and save the planet: A 'flexitarian' approach to eating and sustainable agriculture are key; <i>The Star</i> , 21 januari 2019
3.	Change way we live in SA cities; Rethinking diet and transport alone will make big difference; <i>The Star</i> , 26 januari 2019
4.	A growing movement; <i>Sunday Times</i> , 27 januari 2019
5.	Like a vegan, SA jumps off the meat wagon; <i>Sunday Times</i> ; 27 januari 2019
6.	How to eat to save the world; <i>Mail & Guardian</i> , 15 februari 2019
7.	New global diet forgets about the poor; <i>The Star</i> , 28 februari 2019
8.	We desperately need to change course; <i>Mail & Guardian</i> , 8 maart 2019
9.	Diet to save the world; <i>The Star</i> , 2 april 2019

Bijlage 2. Corpus | Krantenartikelen

KRANTENARTIKELEN VERENIGDE STATEN

New Diet Guidelines to Benefit People and the Planet: More Greens for All, Less Meat for Some

The New York Times
January 16, 2019 Wednesday

Section: News
Length: 885 words
By: Somini Sengupta



A report in the medical journal *The Lancet* suggests far less red meat for people who eat a lot of it, like Americans and Canadians, but not the world's poor.

Highlight: A report in the medical journal *The Lancet* recommends cutting food waste and consumption of red meat, especially among people who eat a lot of it.

What should we eat?
Depends on who is eating.

That's one of the principal conclusions of a comprehensive report that sets out targets on how to feed the world in a way that's good for human health and the health of the planet. Its lightning-rod recommendation is around beef and lamb, the two forms of livestock that require enormous amounts of land and water and produce heaps of methane.

The report suggests a dramatic reduction in red meat consumption for people who eat a lot of it, like Americans and Canadians, but not the world's poor, who need more animal protein for better health — like children in South Asia.

Written by 37 scientists from 16 countries and published Wednesday in the medical journal *The Lancet*, in conjunction with an advocacy group called the EAT Forum, the report was funded by the Wellcome Trust and Stordalen Foundation. In addition to the recommendations on meat, it calls for curbing food waste, a major source of greenhouse gas emissions, and overhauling agriculture so it doesn't worsen deforestation and the depletion of scarce water.

"It's not a blanket approach, but when you look at the data there are certain individuals or populations that don't need that much red meat for their own health," said Jessica Fanzo, a professor of food policy at Johns Hopkins University and a co-author of the report. "There's a real inequity. Some people get too much. Some people get too little."

People in North America eat more than 6 times the recommended amount of red meat, the report said, while countries in South Asia eat half of what's recommended.

Agriculture accounts for roughly a quarter of all greenhouse gas emissions, much of them produced by the raising of cattle and lamb. With the world's population projected to rise to 10 billion by 2050 and

prosperity allowing many more people to afford meat and dairy, scientists and policymakers are paying more attention to the question of feeding the planet without destroying it.

One recent study by the World Resources Institute recommended that people in Europe and the United States reduce their meat consumption. But like the Lancet report, it, too, suggested that reducing the carbon footprint of food would also require rapid changes in farming methods to allow farmers and ranchers to grow far more food on existing agricultural lands while cutting emissions.

The Lancet report pointed to a broader problem of disparity: More than 800 million people don't get enough to eat worldwide, the report noted, and many more "consume low-quality diets that cause micronutrient deficiencies and contribute to a substantial rise in the incidence of diet-related obesity and diet-related non communicable diseases."

The report took pains to say that it wasn't trying to prescribe to people what to eat or how to eat. It laid out global targets for what constitutes a healthy diet, based on an average intake of 2,500 calories a day. That includes 14 grams, or about half an ounce, of beef or lamb a day. That's roughly the equivalent of a McDonald's Quarter Pounder every eight days.

The report said the largest share of daily calories, 35 percent, should come from whole grains, including rice, wheat and corn, and starchy tubers like potatoes and cassava. The recommendations included unsaturated fats, milk, cheese and nuts, and lots of green vegetables. Overall, the guidelines called for a doubling of global consumption of fruits, nuts, vegetables and legumes, and cutting the consumption of red meat in half.

The meat reduction recommendation received immediate pushback. Even before the release of the Lancet report, the Animal Agriculture Alliance, an industry group, issued a statement extolling the benefits of meat and dairy. It said cutting animal protein could "risk worsening malnutrition, increasing food waste, and distracting from the highest priorities for addressing greenhouse gas emissions." The group echoed the Lancet report's recommendation to reduce food waste.

Likewise, the National Cattlemen's Beef Association, in a statement, called beef "nourishing and sustainable."

The Lancet report also made clear that individual consumer choices would not be enough to avert what the authors called "catastrophic damage to the planet." It urged governments to encourage healthy food choices and ensure access to nutritious food. It also suggested that global agriculture policy emphasize not just producing more food, but more "nutritious plant-based foods," though it acknowledged that, in some places, animal farming can be good for the ecosystem.

It recommended policies to curb deforestation and to protect at least 10 percent of marine areas from fishing. To tackle food waste, it suggested help for farmers in poor- and middle-income countries to better store their crops and get them to market while still fresh. In rich countries, it encouraged better shopping habits and improved "use by" labels.

"The evidence says we can do it," said Tim Lang, a professor of food policy at the City University of London and a co-author of the report. "There's an immense diversity of what people can eat. It's not prescriptive."

World's diet must change radically, report says

USA TODAY

January 17, 2019 Thursday

Section: News

Length: 278 words

By: Doyle Rice

Around the world, people eat far too much red meat and sugar, and nowhere near enough nuts, fruits and vegetables, a report said Wednesday.

The report, published by the British medical journal The Lancet, said the population's diet and food production must radically change "to improve health and avoid potentially catastrophic damage to the planet."

Overall, more than 3 billion people are malnourished, the report said. That includes people who are either undernourished or overnourished. Changing the diet of billions of people "will require global consumption of foods such as red meat and sugar to decrease by about 50 percent, while consumption of nuts, fruits, vegetables and legumes must double," it said.

"The dominant diets that the world has been producing and eating for the past 50 years are no longer nutritionally optimal, are a major contributor to climate change, and are accelerating erosion of natural biodiversity."

One of the report authors, Dr. Walter Willett of Harvard University, said that "to be healthy, diets must have an appropriate calorie intake and consist of a variety of plant-based foods, low amounts of animal-based foods, unsaturated rather than saturated fats, and few refined grains, highly processed foods, and added sugars."

But diet is only part of the battle: Food production must be improved and food waste must be reduced, the report said.

"The food we eat and how we produce it determines the health of people and the planet," said report co-author Tim Lang of the City University of London. "We need a significant overhaul, changing the global food system on a scale not seen before."

The report said the world's population is projected to hit 10 billion by 2050.

Report: Save world, and yourself, by ditching red meat and switching to a plant-based diet

The Washington Post

January 22, 2019 Tuesday

Section: Health

Length: 307 words

By: -

A hamburger a week, but no more - that is about as much red meat people should eat to do what is best for their health and the planet, according to a report seeking to overhaul the world's diet.

Eggs should be limited to fewer than about four a week, the report says. Dairy foods should be about a serving a day, or less.

The report from a panel of nutrition, agriculture and environmental experts recommends a plant-based diet, based on previously published studies that have linked red meat to increased risk of health problems.

It also comes amid recent studies of how eating habits affect the environment. Producing red meat takes up land and feed to raise cattle, which also emit the greenhouse gas methane.

John Ioannidis, chair of disease prevention at Stanford University, said he welcomed the growing attention to how diets affect the environment, but he also said the report's recommendations do not reflect the level of scientific uncertainties around nutrition and health. "The evidence is not as strong as it seems to be," Ioannidis said.

The report - organized by EAT, a Stockholm-based nonprofit organization seeking to improve the food system - was published last week by the medical journal Lancet. The experts who wrote it say a "Great Food Transformation" is urgently needed by 2050.

The experts say that the optimal diet they outline is flexible enough to accommodate food cultures around the world.

Overall, the diet encourages whole grains, beans, fruits and most vegetables, and says to limit added sugars, refined grains such as white rice and starches such as potatoes and cassava.

The report says red meat consumption on average needs to be slashed by half globally, although the necessary changes vary by region and reductions would need to be more dramatic in richer countries such as the United States.

Dangling a carrot over meat eaters

The Washington Post

February 20, 2019 Wednesday

Section: Food

Length: 1518 words

By: Lavanya Ramanathan

Making the rounds at the Fancy Food Show in San Francisco last month, Phil Lempert couldn't help but notice a curious pattern in the myriad chips and protein bars and truffle brie and deli meats on display.

The trade show is a harbinger of bubbling trends, and this winter's edition brought foods made from pea protein, beets, chickpeas and cashews. Yep, the vegan offerings were ascendant. But they were also vastly different from the strangely pink faux hot dogs and slabs of phony bologna that Lempert, a veteran food industry analyst, had observed for decades.

These foods were creative and snacky, he recalls, and moreover, many weren't even being billed as vegan. They were "plant-based."

"The hottest trend was clearly plant-based everything - beverages, cheeses, imitation meats," Lempert says.

The next time you're at the grocery store, take a closer look at the shelves. Products emblazoned with the term are popping up in every aisle and in every form: plant-based plantain yogurts, seitan sausages, kale chips, pea-protein shakes, oat milks. The number of new U.S. food and drink products that mentioned "plant-based" grew 268 percent between 2012 and 2018, according to consumer research company Mintel.

In lieu of billing themselves as vegan, restaurants are also adopting the term: Plant-based fast-casual Shouk sprang up in Washington, and there's plant-based pizzeria the Pizza Plant in Pasadena, Calif., and the upscale plant-lovers haven Planta in Miami and Toronto. Trendy chain By Chloe uses both "plant-based" and "vegan" to convey to customers exactly what it does, which is serve tempeh-lentil-chia burgers and matcha-kelp noodles, and not a lick of meat.

While there are plenty of cultural underpinnings for the plant-based explosion - we'll get to that in a bit - few are more powerful than the phrase itself.

"Plant-based' is as close as you can get to the farm," Lempert says. "It's a really smart use of terminology."

And while experts consider a "plant-based diet" completely free of animal products, consumers have begun to see nuance in a term that evokes vegetables and healthfulness but spares diners the hard stop of "vegan" or "vegetarian." They see a gentle nudge to eat more vegetables, not an admonition to stop eating meat - leaving, for some, just enough wiggle room to sneak in a scallop crudo . . . or a burger.

While many plant-based products are vegan, their target audience isn't vegans. It's "the meat eaters and the dairy eaters," says Melanie Bartelme, an analyst for Mintel. "For the majority of consumers, it's not abandonment, it's a 'sometimes swap.' "

But is that really what advocates of plant-based diets wanted?

It's all in how you spin it.

"The term 'vegan' tends to mean someone has to have a membership card to an exclusive club," explains Michele Simon, executive director of the Plant Based Foods Association, which was founded in 2016 and represents more than 100 companies, including Tofurky and the Campbell Soup Co. "You have to shun all forms of animal products, and it's just not something that's appealing to most people." (She's not wrong: Plenty of sources put the number of Americans who identify as vegan at just 3 percent and vegetarian around 6 percent.)

"Plant-based," on the other hand, offered broader appeal, plus the ring of familiarity. "Most people have eaten vegetables of some sort," Simon says with a chuckle. "It might be french fries, but it's still plant-based."

For many consumers, the plant-based gateway drug isn't fries. It's milk - or rather, milks wrung from almonds, coconuts, oats and even peas, which are quickly outpacing the old, familiar soy milk. (When was the last time you heard someone at Starbucks order a whole-milk latte?) They're the biggest sellers in the plant-based world, but lab-created meat substitutes such as the Impossible Burger; "Cashewgurt"; and even that old vegetarian staple, tofu, aren't lagging far behind. Sales of such foods spiked 20 percent between 2017 and 2018, according to Nielsen data commissioned by the Plant Based Foods Association. And the plant-based labeling is helping many move from your neighborhood health-food co-op or Whole Foods to the shelves of Walmart.

Traditional meat processors such as Tyson Foods, famed for Jimmy Dean pork sausages and chicken nuggets, have also placed wagers on start-ups including Beyond Meat, manufacturer of a much-buzzed-about pea-protein burger. Fast-food chains, including Del Taco, McDonald's and Carl's Jr., are adding vegan and vegetarian options to their menus, taking care to advertise them as plant-based.

The term may be hot, but it isn't new, Simon says. "It's just that things take time to find their way into the conversation."

It's taken about 40 years. T. Colin Campbell is considered a godfather for coining the term that jump-started so many chickpea snacks. Campbell, a nutritional biochemist, was working with the National Institutes of Health in the 1970s and 1980s and was presenting a paper about diet when he realized he needed a phrase his colleagues would both understand and not immediately shoot down.

Campbell grew up on a dairy farm in Leesburg, Va., an hour outside Washington. He took an active role, he says, in pushing the consumption of animal protein. So "vegetarian" was out. "Plant-based," with its folksy evocation of farms and greenery, was in.

"It was a little bit awkward. I wasn't too happy with it," he says now. But it exploded after he featured it in his milestone 2005 book, "The China Study," which confirmed many of the notions vegans and vegetarians held dear.

Remarkable in its popularity, the book, which pegged a diet of mostly plants to longer, healthier lives, dovetailed with the rise of wellness culture and the recognition of the environmental impact of meat production, plant-based experts say.

There were other turning points. Investigators from the American Cancer Society published findings in the mid-2000s announcing a link between eating red and processed meats and colorectal cancers. A decade later, the World Health Organization made a firmer declaration, announcing that processed meats such as bacon did cause cancer, and that red meat "probably" did, too.

If the headlines caused people to rethink their diets, it was a movie that helped familiarize them with another way of eating. The documentary "Forks Over Knives" was released in theaters in 2011. Our burgeoning Netflix-and-chill habit, however, somehow turned a pretty pedantic documentary about health and diet into a talker. At the movie's crux was Campbell and his "whole-foods, plant-based diet."

"It turned out almost by accident that the term ended up being a great marketing tool for the vegan community," says Brian Wendel, who produced the documentary, which has since exploded into a franchise that includes an app, magazine and cookbooks. Athletes such as the National Football League's David Carter have cited the film as reasoning for embracing a vegan diet; politician (and newly minted presidential candidate) Cory Booker, while long a vegan, has discussed embracing a more whole-food, plant-based diet, too.

" 'Forks Over Knives' was awesome. It really changed a lot of people's opinions," says Jaime Athos, chief executive of Tofurky, a more-than-20-year-old vegan brand that recently began packaging some of its products with a clear " plant-based" label. The term, Athos says, "is a way to communicate what these foods are, what this diet is, while peeling away some of the connotations attached to it."

Vegans eschew wool, honey, leather and some forms of food processing. But plant-based is simply a diet, or, in 2019, just a bag of beet chips sneaked between meals.

The mainstreaming has Wendel concerned that the original intentions of the plant-based diet touted in his film - which he sees as a traditional diet of whole foods, with beans, rice, sweet potatoes and other staples - are getting lost in translation.

"There's been further confusion along the way, because basically everybody - even food companies - started using ['plant-based']. In some ways it's not incorrect, because it is based in plants," he says. But with a sea of faux meats, chips and other snacks arriving in stores, the "whole foods" qualifier is growing in importance. "All the meat analogues, the fake cheeses - they're very different from your beans and rice."

And for all the talk of plant-based eating, it hasn't quite caught fire with consumers, Simon says. "Meat eating is not even necessarily going down," she says. The industry, she adds, has a way to go if its goal is to get everyone on the plant-based boat.

Even Athos isn't sure the term will work with everyone. "We started using ' plant-based' because people better reacted to ' plant-based.' " But then he saw studies in which young men weren't, preferring another burgeoning term - ' plant-powered' - instead.

Meanwhile, as manufacturers stamp the term on cereals, protein drinks - and, according to Simon, a cookbook that included fish - a phenomenon that she refers to as " plant-washing," vegans and vegetarians might soon find the term entirely unhelpful.

"Now, we're straddling the issue," Athos says, emblazoning much of Tofurky's packaging with the plant-based label and a vegan one.

After all, two different audiences, two different messages.

Plant-based diets take root but aren't all the same

USA TODAY

February 28, 2019 Thursday

Section: Lifestyle

Length: 556 words

By: Rasha Ali

Vegetarian, pescatarian, flexitarian and vegan - all are no- or limited-meat diets, so what's the difference? And why do we need all of them?

They all revolve around eating a plant-based diet, but there are notable differences when it comes to what specific food groups each includes.

Even though only 3 percent of Americans identified as vegan and 5 percent said they were vegetarian in a recent Gallup Poll, Nielsen reports that 39 percent of Americans in 2017 were actively trying to eat more plant-based foods.

A 2018 report by food consultants Baum and Whiteman also showed that more than 30 percent of Americans have meat-free days, more than 50 percent of adults drink nondairy milk and about 83 percent are adding more plant-based foods to their diets.

While being on a plant-based diet has been shown to help people lose weight, that's not the only reason some people choose to go that route.

Some people refrain from eating meat because they believe eating animals is morally wrong.

Others decide to lead a plant-based lifestyle to reduce their carbon footprint and greenhouse gas emissions.

And it's important to note that just because you're a vegetarian or vegan doesn't automatically mean you eat a "healthy" diet. Check out the differences among these diets, so you don't accidentally and embarrassingly offer a vegan a mozzarella stick instead of turkey meatballs because they "don't eat meat."

Vegetarian diet

Probably the most familiar of them all: the vegetarian. A vegetarian is someone who refrains from eating all types of meat, whether it be poultry, red meat or fish (including shellfish).

They don't eat anything that has been made from the body of a living or dead animal. Their diet consists mostly of grains, vegetables, fruits, nuts, legumes, dairy and practically anything that doesn't involve the body parts of an animal.

Pescatarian diet

A pescatarian follows the same dietary guidelines as a vegetarian, except they eat fish. The word pescatarian comes from combining "pesce," which means "fish" in Italian and "vegetarian."

Why fish? It depends on the person's preference. As with vegetarians, it could be for environmental or health reasons. Some pescatarians choose to allow fish and seafood in their diet so that they can add protein and other nutrients they might be missing from eating an all-around plant-based diet.

Flexitarian diet

A flexitarian is someone who is a part-time vegetarian. What? Flexitarians eat a vegetarian diet but without completely removing meat. Their diet consists of adding more plant-based foods while eating such foods as red meat and poultry sparingly.

It's the most flexible of diets (Flexitarian = flexible). You get the best of both worlds, and there are no hard rules about what you're allowed to eat and what you can't. It was made popular by Dawn Jackson Blatner, a registered dietitian, who wrote "The Flexitarian Diet." The diet boasts adding new healthful foods to your diet, rather than taking food away.

Vegan diet

A vegan is someone who refrains from eating all animal products. So while some vegetarians eat such foods as eggs, cheese and yogurt, vegans do not eat dairy or any animal byproducts.

Sometimes veganism extends beyond the person's diet and into their lifestyle, with some choosing not to wear leather or silk and even feeding their pets a vegan diet. It depends on the individual.

Eat Your Veggies: Study Finds Poor Diets Linked to One in Five Deaths

The New York Times
April 3, 2019 Wednesday

Section: Health

Length: 842 words

By: Andrew Jacobs

A study in *The Lancet* found that in 2017, 11 million premature deaths were linked to diets short on fruits, vegetables and whole grains.

Mom is right when she says to eat your peas.

In one of the largest surveys of data on global dietary habits and longevity, researchers found that consuming vegetables, fruit, fish and whole grains was strongly associated with a longer life — and that people who skimmed on such healthy foods were more likely to die before their time.

The study, published on Wednesday in the British journal *The Lancet*, concluded that one-fifth of deaths around the world were associated with poor diets — defined as those short on fresh vegetables, seeds and nuts but heavy in sugar, salt and trans fats.

In 2017, that came to 11 million deaths that could have been avoided, the researchers said. Most of those, around 10 million, were from cardiovascular disease, researchers found. The next biggest diet-related killers were cancer, with 913,000 deaths, and Type 2 diabetes, which claimed 339,000 lives.

“These numbers are really striking,” said Dr. Francesco Branca, the top nutritionist at the World Health Organization, who was not involved in the study. “This should be a wake-up call for the world.”

The study, which was funded by the Bill & Melinda Gates Foundation, covered global eating habits from 1990 to 2017 and tracked consumption in 15 categories — including milk, processed meat, seafood, sodium and fiber.

Researchers analyzed data from 195 countries and found that Papua New Guinea, Afghanistan and the Marshall Islands had among the highest proportion of diet-related deaths, while France, Spain and Peru had some of the lowest rates. The United States ranked 43rd. China was among the worst at 140.

The study found a tenfold difference between countries with the highest and lowest rates of diet-related deaths. For example, Uzbekistan had 892 deaths per 100,000 people compared with 89 in Israel.

Beyond its sobering conclusion, the study was notable for what it prescribed: Rather than browbeating people to reduce their consumption of the fats and sugars that are correlated with illness and premature death, the authors determined that adding healthier foods to global diets was a more effective way to reduce mortality.

That's because the gap between the amount of nourishing foods people should eat but don't is much greater than that between the levels of harmful things they regularly put in their mouths but shouldn't, said Dr. Ashkan Afshin, an epidemiologist at the University of Washington who was the paper's lead author. For example, he noted that global average intake of red meat was 27 grams a day, slightly higher than the recommended daily limit of 23 grams. But when it comes to eating healthful nuts and seeds, most people eat on average 3 grams, far less than the 21 grams considered optimal.

The only exception was excess salt, which the research said was highly correlated with illness and death.

"To me, this study says that it's time to change the conversation both at the policy level and among the general public," Dr. Afshin said.

He and other experts said the findings underlined the importance of national policies to boost the availability of fruits and vegetables, especially in low-income countries where fresh produce can be costlier than processed food. Large food companies should be pressured to create healthier products, the experts said, and doctors should be encouraged to discuss the importance of a good diet with their patients.

"Let's not just focus on the things we should be cutting out of our diet because to be honest, we've tried that for a while," said Dr. Nita Gandhi Forouhi, an epidemiologist at University of Cambridge School of Clinical Medicine who wrote a commentary that accompanied the study.

Not everyone agreed with the study's central recommendations. Dr. Arun Gupta, a pediatrician and nutrition activist in India, said he thought the authors should have placed more emphasis on the role that food companies play in the spread of unhealthy foods. "My fear is that this will take the pressure off industry, who can use the report to say, 'We're doing nothing wrong,'" he said.

The study had some limitations. There were notable gaps in diet-related data from poorer nations and some of the deaths, the authors noted, could have been attributed to more than one dietary factor, leading to an overestimation of the burden of diseases attributable to diet.

Still, nutrition and health experts who read the report said its key findings were irrefutable. "This further builds the evidence base around the fact that diet is killing us," said Corinna Hawkes, director of the Center for Food Policy at City, University of London.

Dr. Forouhi, the Cambridge epidemiologist, said she hoped that at the very least, the national ranking of diet-related mortality would jolt some countries into action, especially those without national dietary surveys. "Perhaps by naming and shaming, some of the countries at the bottom of the list will be inspired to do better," she said. "At the very least, they can learn from countries near the top."

Eating for Your Health, and the Planet's

The New York Times

April 9, 2019 Tuesday

Section: Health

Length: 1101 words

By: Jane E. Brody

I suspect most of you already do many things to help preserve the viability of the planet we all call home. Perhaps you recycle glass, plastic and paper and compost organic waste; shop with reusable bags; rely heavily on public transportation or bicycles or, failing that, at least drive fuel-efficient cars.

But have you given serious thought to the planetary effects of what you eat and made changes that will protect not only terra firma and surrounding waters but also your health and the well-being of generations to come?

In January, The New York Times described a comprehensive new report from the EAT-Lancet Commission on Food, Planet and Health. It was compiled by 37 scientists and other experts from 16 countries, with the aim of establishing a global food economy that could combat chronic diseases in wealthy nations like ours and provide better nutrition for poor ones, all without destroying the planet. The scientists' goal was to outline a healthy sustainable diet that could feed the nearly 10 billion people expected to inhabit the world by 2050.

For more than a century, most Americans have been eating far too high on the hog for the sake of their own health and the health of the planet. In 1900, two-thirds of our protein came not from animals but from plant foods. By 1985, that statistic was reversed, with more than two-thirds of our protein coming from animals, primarily beef cattle. They consume up to eight pounds of grain to produce one pound of meat and release tons of greenhouse gases in the process while their saturated fat and calories contribute heavily to our high rates of chronic diseases.

As Dr. Walter C. Willett, professor of epidemiology and nutrition at the Harvard T.H. Chan School of Public Health and a contributor to the Lancet report told Nutrition Action Healthletter, "We simply cannot eat the amounts of beef that we're now consuming and still have a future for our grandchildren."

In an editorial, The Lancet wrote: "Intensive meat production is on an unstoppable trajectory comprising the single greatest contributor to climate change. Humanity's dominant diets are not good for us, and they are not good for the planet."

The Lancet report does not insist that everyone become a vegetarian or vegan, but does set as a goal that people in wealthy countries limit consumption of red meat -- beef and lamb in particular -- to one 3-ounce serving a week, or one 6-ounce serving every two weeks. You can be somewhat more generous with pork, poultry and fish, which are better for your health and less damaging to the earth. The grain-to-meat ratio for poultry and hogs is only about 2.5 to 1, and the fat in fish is mostly unsaturated and high in omega-3 fatty acids.

But you would do best for your health and the planet by gradually adopting a diet that derives most of its protein from plants -- including legumes and nuts -- with farmed seafood as your primary animal food along with moderate amounts of poultry and eggs. The fact is, we don't need nearly as much protein as most Americans now consume. Studies in both animals and people have shown that high-protein diets limit longevity.

Chickpeas and lentils account for a large percentage of the protein in my current diet, which has gradually become heavily plant-based. A favorite recipe starts with 2 cups of cubed butternut squash and 1 cup of coarsely chopped onion tossed with 1 tablespoon of olive oil, roasted on a sheet pan at 450 degrees for 20 minutes. Combine this with a 15-ounce can of drained chickpeas tossed with 2 teaspoons of curry powder, ¼ teaspoon coarse salt and 1 tablespoon olive oil that has been roasted separately on a sheet pan for 15 minutes. Yum! For more ideas, check out Menus of Change 2018 conference recipes.

I often have what some may consider an unusual breakfast -- soup laden with baby spinach and/or kale and roasted baby carrots, and a salad supper with salmon, tuna, low-fat chicken sausage, beans or chickpeas for protein. An alternate breakfast consists of slices of banana topped with peanut butter. Hummus on whole-wheat bread or crackers with grape tomatoes is a favorite lunch or snack.

Another critically important change is in our consumption of carbohydrates, nearly half of which come in the form of nutrition-deficient unhealthy carbs: mostly refined starches like white bread and white rice, added sugars and potatoes, all of which contribute to the rampant incidence of obesity and Type 2 diabetes

in this country. Nearly all my carbohydrates come from beans, whole-grain breads and milk, and I'm gradually decreasing consumption of my favorite treat: low-fat ice cream.

As Dr. Willett pointed out, "Switching from refined starches to whole grains doesn't make a big difference to the environment, but it does for your health."

My biggest failing vis-à-vis the EAT-Lancet dietary advice is the amount of dairy products -- primarily nonfat, lactose-free milk and nonfat yogurt -- I consume. Dr. Willett suggests only one serving a day while I usually consume three, making dairy a large portion of my protein and calcium intake.

Suggestions about dietary fats mimic those you've been hearing for years: stick with unsaturated vegetable oils like olive, canola, soybean and corn oils, but steer clear of palm oil, which is high in saturated fats and its production is responsible for massive destruction of tropical rain forests needed to protect both the earth's climate and diversity of wildlife.

Coconut oil is currently enjoying a moment in dietary fame; even though it is a highly saturated fat, the particular type of fat in coconut oil gives a greater-than-usual boost to blood levels of HDL cholesterol, which is considered heart-protective. Dr. Willett suggests limiting it to occasional use, perhaps for Thai cooking or (do we dare?) making a pie crust or other baked goods that call for a solid fat.

The EAT-Lancet Commission emphasized that its advice to eat more plant-based foods and fewer foods from animals is "not a question of all or nothing, but rather small changes for a large and positive impact." It pointed out that "foods sourced from animals, especially red meat, have relatively high environmental footprints per serving compared to other food groups," which Dr. Willett called "unsustainable."

But even if environmental issues are not high on your list of concerns, health should be. As the commission concluded, "Today, over two billion adults are overweight and obese, and diet-related noncommunicable diseases including diabetes, cancer and heart diseases are among the leading causes of global deaths," risks now being exported worldwide.

KRANTENARTIKELN AUSTRALIË

Scientists believe people should be eating less meat and more vegetables

The Courier-Mail (Australia)
January 17, 2019 Thursday

Section: Food

Length: 412 words

By: Kate Kelland

Flexitarianism: vegetarianism but fun!

Scientists have unveiled what they say is an ideal diet for the health of the planet and its people — including a doubling of consumption of nuts, fruits, vegetables and legumes, and a halving of meat and sugar intake.

If the world followed the Planetary Health diet, the researchers said, more than 11 million premature deaths could be prevented each year, while greenhouse gas emissions would be cut and more land, water and biodiversity would be preserved.

"The food we eat and how we produce it determines the health of people and the planet, and we are currently getting this seriously wrong," said Tim Lang, a professor at Britain's University of London who co-led the research.

Feeding a growing population of 10 billion people by 2050 with a healthy, sustainable diet will be impossible without transforming eating habits, improving food production and reducing food waste, he said.

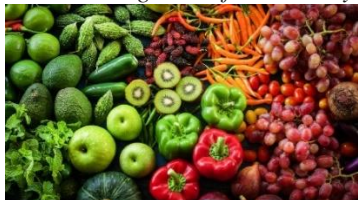
“We need a significant overhaul, changing the global food system on a scale not seen before.” Many life-threatening chronic diseases are linked to poor diets, including obesity, diabetes, malnutrition and several types of cancer.

The researchers said unhealthy diets currently cause more death and disease worldwide than unsafe sex, alcohol, drug and tobacco use combined.

It suggested cutting back meat consumption to 14g a day (pictured below).



Eat less: 14 grams of meat a day.



Eat your vegetables instead.

The proposed planetary diet is the result of a three-year project commissioned by *The Lancet* health journal and involving 37 specialists from 16 countries.

It says global average consumption of foods such as red meat and sugar should be cut by 50 per cent, while consumption of nuts, fruits, vegetables and legumes should double.

For individual regions, this could mean even more dramatic changes: People in North America, for example, eat almost 6.5 times the recommended amount of red meat, while people in South Asia eat only half the amount suggested by the planetary diet.

Meeting the targets for starchy vegetables such as potatoes and cassava would need big changes in sub-Saharan Africa, where people on average eat 7.5 times the suggested amount.

The researchers said they acknowledged it was very ambitious to hope to get everyone in the world to adopt it, not least because there is vast global inequality of access to food.

“More than 800 million people have insufficient food, while many more consume an unhealthy diet that contributes to premature death and disease,” said Walter Willett of Harvard University.

Science tells us how to eat and produce food to save our planet; **FOOD FOR THOUGHT**

Sydney Morning Herald (Australia)

January 18, 2019 Friday

Section: News

Length: 912 words

By: Kate Aubusson

Humans must radically change the food we eat to avert catastrophic damage to the planet, including cutting our red meat intake by more than half, a major international consortium has warned.

Our predilection for diets high in meat, sugars and processed foods is stretching the earth to its limits and threatening the existence of humans and other species, food security and sustainability experts have said.



Red meat should account for no more than 14 grams of protein a day, a new report in The Lancet medical journal says.

The EAT-Lancet Commission has devised the world's first scientific targets for a universal "healthy planetary diet", which it set out in a report titled Food in the Anthropocene, published yesterday.

"Civilisation is in crisis," the editors of The Lancet wrote in an editorial accompanying the commission's report. "We can no longer feed our population a healthy diet while balancing planetary resources," they said, adding that addressing food insecurity was "an immediate challenge".



About 35 per cent of our calorie intake should be from whole grain.

Our main source of protein will need to be plant-based. Red meat should account for zero to no more than 14 grams a day, in line with the United Nations' Sustainable Development Goals to end hunger and the Paris Agreement on climate change.

Roughly 35 per cent of our calories should come from whole grains, while our intake of legumes, nuts, vegetables and fruit should double, the commission advised in its report.

The diet follows similar principles of the Mediterranean and Okinawa diets, the researchers wrote.

"The world's diet must change dramatically," said Dr Walter Willett from Harvard University, who co-led the commission - a collaboration of 37 experts in health, nutrition, environmental sustainability, food systems, economics and politics from 16 countries including Australia.

The benefits of increased food production in the past 50 years are now being offset by the global shifts towards unhealthy diets, high in calories, sugars and animal-based foods, the commission authors said.

The world's meat production is on an unstoppable trajectory and is a major contributor to climate change, the accompanying comment piece said. The world's population will be 9.8 billion by 2050 and increasingly wealthy with an appetite for animal-based foods.

The commission argued that feeding us all will be impossible without fundamentally transforming current eating habits, improving the way we produce food and reducing waste.

"The human cost of our faulty food systems is that almost 1 billion people are hungry, and almost 2 billion people are eating too much of the wrong food," the commission wrote.

The authors made a suite of recommendations to shift the way we produce food and eat so as to stay within the planet's "safe" boundaries and to avoid potential ecological catastrophe from climate change and the destruction of biodiversity, land and fresh water, as well as nitrogen and phosphorus flows.

Australians have one of the largest dietary environmental footprints per capita in the world, with emissions more than 200 per cent higher than comparable regions, driven by meat consumption.

Australians eat 95 kilograms of meat a year on average, markedly more than the OECD average of 69 kilograms, and we create about 3.1 million tonnes of edible food waste a year.

"Imagine coming home to dinner after a long [day] at work but your family announce there is nothing to eat for dinner ... again. Well, nothing decent anyway," said independent expert Sonia Nuttman from the School of Health and Social Development at Deakin University.



Red meat production is on an "unstoppable trajectory", The Lancet says.

"You are hungry, your kids are hungry, food is expensive and climate change is making it more difficult for farmers to grow food. The news reports another drought year - 20 years to date - the Murray-Darling has dried up and water desalination plants are struggling to keep up with demand."

Roughly 2 million Australians report being food insecure and the issue of food security in Australia is expected to escalate, Dr Nuttman said. "The significance of this issue can be compared to the climate emergency."

Co-author of the commission's report Tim Lang, from the University of London, said the food we eat and how we produce it determines the health of people and the planet.

"We are currently getting this seriously wrong," he said.

Adopting the "planetary health diet" would improve nutrient and micronutrient intake, and could avert 10.9 million to 11.6 million premature deaths a year, according to the commission's modelling.



Australian sustainability experts argue that limiting the ballooning global population would also be crucial.

Professor Lang said humanity had never tried to change the food system this radically at such speed or scale. It will require unprecedented global cooperation and commitment.

The commission floated several strategies to transform global food systems and accelerate a shift to sustainable food production, including halving food waste, switching from high volumes of crops to varied nutrient-rich crops and enacting policies to encourage people to make healthier food choices.

Australian environmental and food security experts commended the report. Several argued that reining in global population growth would be crucial and the switch to a predominantly plant-based diet "highly ambitious".

Professor Bill Laurance, from James Cook University, said food security was "probably going to be the number one global challenge this century".

But any campaign to reduce meat consumption should focus on health, rather than environmental benefits, he said.

"Experience has shown that, realistically, few people will avoid hamburgers to save rainforests."

Slash red meat intake to help safeguard the planet: report

The Age (Melbourne, Australia)

January 18, 2019 Friday

Section: News

Length: 501 words

By: -

Humanity must radically change the food we eat, including cutting our red meat intake by more than half, to avert catastrophic damage to the planet an international consortium has warned.

Our predilection for diets high in meat, sugars and processed foods is stretching the earth to its limits and threatening the existence of humans and other species, food security and sustainability experts have said.

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The authors made a suite of recommendations to change the way we produce food and eat to allow us to stay within the planet's "safe" boundaries and to avoid potential ecological catastrophe from climate change and the destruction of biodiversity, land and fresh water, as well as nitrogen and phosphorus flows.

Australians have one of the largest dietary environmental footprints per capita in the world, with emissions more than 200 per cent higher than comparable regions, driven by meat consumption.

Australians eat 95 kilograms of meat a year on average, markedly more than the OECD average of 69 kilograms, and we create about 3.1 million tonnes of edible food waste a year.

ANTI-BBQ LOBBY MEATS ITS MATCH

The Courier-Mail (Australia)

January 18, 2019 Friday

Section: News

Length: 196 words

By: Jack Houghton

CLIMATE activists are trying to kill the great Aussie barbecue with new dietary guidelines before the United Nations calling to limit meat consumption to 14g a day.

A rabble of British academics submitted the plans to the UN as part of a bid to reduce global warming by dismantling the world's beef industry.

Report chief author Tamara Lucas wants people to immediately cut their red meat intake and called for global veganism by 2050. "Food production is among the largest drivers of global environmental change by contributing to climate change," she wrote in UK medical journal The Lancet.

The report described the ideal "healthy" diet, which limits red meat to 14g a day. It also suggested that Australia was obligated to take part in the "food transformation" because the nation was a signatory of the Paris Agreement.

Australian Meat Industry Council chief executive Patrick Hutchinson said the beef industry was responsible for 100,000 jobs. "These are the real rural and regional workers and the butcher is almost the part of the fabric of these communities," he said. "Red meat is rich in iron and zinc and ... the Australian dietary guidelines are 130g every second day.

Meat habits: we no longer take it as red

The Age (Melbourne, Australia)

January 27, 2019 Sunday

Section: News

Length: 519 words

By: Charlotte Grieve

Lauren Maxwell used to love a good steak and says she would eat meat for dinner about six nights a week.

But about 15 years ago, the retired hairdresser started having heartburn and was told by a herbalist to cut out red meat.

"It's not that I don't like red meat, it's red meat doesn't like me," says Maxwell, 53.

Now, she would be lucky to eat red meat twice a year. "When I do a baked dinner for the family, nothing smells as good as baked leg of lamb. I'll sneak a little bit and within 10 minutes I feel sick," she says.

This long weekend, she'll be eating "lots of seafood and chicken" at a family barbecue in Wollongong.

Latest figures from the Department of Agriculture and Water Resources show that Australians are eating the same amount of meat per person per year as we were in 1974, but what's changed is the type. Where beef and veal used to be the most popular, chicken is now the leading choice of meat in Australia.

"Australia has a long history of enjoying meat as a food," says spokeswoman for Nutrition Australia, Aloysa Hourigan.

But she says the conversation around meat has become an "all or nothing" approach and there are dangers in both options as the rise of plant-based diets can pose "nutritional risks" if adequate preparation is not undertaken.

"People don't always get a good balance on a vegan or vegetarian diet. You can get zinc from seafood and fish but most other foods are not high in iron," says Hourigan, who has also practised as an accredited nutritionist for more than 20 years.

Nutritional guidelines suggest two to three meat meals a week, but average consumption figures show Australians are eating around 110 kilograms of meat a year, averaging 300 grams a day, more than twice the recommended amount.

"That's a hell of a lot of meat," says Professor Alison Hodge, honorary member of the University of Melbourne's School of Population and Global Health.

Professor Hodge conducted a study in the 1990s that found consumption of processed meat caused high-risk levels of colorectal cancer.

"That's the message people are still getting," she says.

But the move from red meat towards chicken is also related to a change in price.

"When I was a kid, [eating] chicken was a special occasion. We'd only get that on our birthday. Now chicken is cheap," says Professor Hodge.

Nutritionist Hourigan says the ideal diet is Mediterranean, with a focus on lean meat in small amounts with plenty of fish, poultry and legumes. She recommends a "flexitarian" approach, eating mostly vegetarian meals but with an occasional serving of fish or meat.

"That way you will get a better balance of the nutrients and not all of the negative aspects of meat," she says.

But this weekend, as Coles prepares for a 50 per cent increase in lamb and sausage sales, Hourigan says that tucking into a couple of barbecued sausages is not problematic.

"It needs to be an occasional food, not everyday food.

"I don't want to ruin everyone's Australia Day."

Warning on biggest threats to humanity

The Age (Melbourne, Australia)

January 29, 2019 Tuesday

Section: News

Length: 264 words

By: Kate Aubusson

Obesity, undernutrition and climate change are the biggest threats to the world population, driven by profit motives and policy inertia, top international experts warn.

The Lancet's Commission on Obesity has called for a binding plan and trillions of dollars to thwart the dangers of unsustainable agricultural production, transport, urban design and land use.

The commission's stark message comes a week after the EAT-Lancet Commission warned humans must radically change their diets to avert catastrophic damage to the planet.

A \$1 billion fund and action strategies targeting food policy and production are needed urgently to support health, the environment and economic wellbeing, according to the report published yesterday.

The consortium of 43 world-leading experts in agriculture, economics, human rights and other fields said the interplay of obesity, undernutrition and climate change would take a huge toll on humanity.

"What we're doing now is unsustainable," said William Dietz, an author of the study and public health expert at George Washington University. "The only thing we can hope is that a sense of urgency will permeate," he said. "We're running out of time."

Some 4 million deaths a year are linked to obesity and some 815 million people are chronically undernourished, the commission said.

Malnutrition, be it undernutrition or obesity, was by far the biggest cause of ill health and premature death globally, said Lancet obesity commissioner Professor Steven Allender, director of the Global Obesity Centre at Deakin University's Institute for Health Transformation.

Almost two in three Australian adults and one in four children are overweight or obese, according to Australian Institute of Health and Welfare data.

I'm healthy now, but will going vegan for the year boost it even more?

The Sydney Morning Herald (Australia)

January 30, 2019 Wednesday

Section: -

Length: 860 words

By: Blanche Clark

Highlight: "A lot of fad diets come and go, but veganism is different because it's not a diet, it's an ethical lifestyle choice and that means it will always keep growing."

In the past year, vegan friendly cafes and pubs have popped up in Brisbane, Sydney and Melbourne and the popularity of the diet without animal products has accelerated to the point where it is being dubbed a "revolution".

You can get a vegan burger at Hungry Jacks, a vegan hot dog at Ikea and vegan foods are readily available in supermarkets around Australia for the first time.

There is an international Vegan Fashion Week being held next week in LA, and this month, the Lancet medical journal published the EAT-Lancet Commission guidelines for feeding a population of 10 billion people by 2050, further reinforcing the need for more plant-based eating.

Some media commentators couldn't stomach the idea of eating way less meat and more vegetables, fruit, grains, nuts and legumes, condemning the guidelines as "fanciful" (The Spectator) and "dangerous nonsense" (Spiked). But their reaction to the "planetary health diet" was more a matter of "don't tell me what to do" than considering how our grandchildren and great grandchildren will survive on a crowded planet.

The rise of veganism is reported to be linked to concern about the future. The big increase in numbers of people who signed up for the global event, Veganuary this year, up from 3300 participants in 2014 to 225,000, has been attributed to sustainability concerns.

Cruelty Free Shop director, Jessica Bailey, says the demand for vegan food in Australia has grown exponentially in the past year. "As well as a big increase in sales we've seen a huge increase in new vegans coming into our shops," she says. "A lot of fad diets come and go, like paleo and keto, but veganism is different because it's not a diet, it's an ethical lifestyle choice and that means it will always keep growing."

For some Veganuary participants it was a short-lived experiment, ending with a plate of bacon and eggs before Febfast begins, but my herbivorous journey will continue for the rest of 2019.

Like many baby boomers I know, I'm concerned about over-fishing, factory farming, land management, water scarcity, food security, loss of biodiversity, deforestation, pollution and waste disposal.

Being vegan gives me a chance to examine the issues from the inside out. I want to know what it's like to survive on plants alone and see how my body changes.

The blood tests I had done before Christmas show I'm a picture of health, thanks to a flexitarian diet. But will I be able to sustain this on a vegan diet?

Dietitian Nicole Dynan reassures me that the Australian Dietary Guidelines, based on a review of 55,000 studies, state that "appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthy and nutritionally adequate."

"A purely plant-based diet can be balanced, if planned well, but it shouldn't be assumed that it is automatically healthier," Dynan says.

"Those avoiding meat need to work hard to ensure that nutrients at risk' like protein, zinc, iron, omega 3s, calcium and Vitamin B12 are in their foods."

"Opting for fortified drinks and foods, such as soy drinks with added calcium, can help." But, as Bailey points out, veganism is more an ethical lifestyle than a diet.

I intend to spend my vegan year examining relevant studies and talking to scientists, economists, nutritionists and other experts about how veganism might contribute to saving the planet.

I started by asking human evolutionary biologist Tanya Smith if there was evidence that humans could evolve to become herbivores?

The author of *The Tales Teeth Tell* says studies of tooth enamel show the diets of early hominins were varied and included meat. "Hominins, our ancestors, evolved in diverse environments and spread out into other environments," she says.

"They adapted to the local conditions and resources available."

Smith, of the Australian Research Centre for Human Evolution at Griffith University, says hunter/gatherer groups were opportunistic and seasonal eaters. "I don't think it's hard to imagine that we might have gone through brief periods of reliance entirely on plant-based foods. But that was supplemented by other periods when there was meat and fish available," she says.

Brisbane-based dietitian Lulu Cook, founder of Gut Feeling Nutrition + Therapy website, says it is unlikely people can evolve to process Vitamin B12 from plants alone or no longer require Vitamin B12.

"Studies over many years have shown that failing to get B12 from animal foods, dairy foods or from supplements carries a risk of cognitive decline and dementia," she says.

"Fertility is also impaired by Vitamin B12 deficiency. In order for a population to evolve they have to be successfully reproducing and handing on any new genetic expression." These insights might reinforce the view that we need meat to survive.

But those of us who have food security and access to supplements can still choose a plant-based diet, especially if it contributes to sustainability.

My impact as an individual vegan might be minuscule, but as part of a consumer revolution I may help conserve the environment for future generations.

Time for a fresh look at the reasons for obesity

The Courier-Mail (Australia)

February 1, 2019 Friday

Section: Food

Length: 315 words

By: -

WHENEVER the discussion turns to childhood obesity (or obesity in general), one myth usually rears its head. That's the argument that processed food is much cheaper than fresh food. A few minutes in any supermarket doing some price comparisons would soon dispel this myth.

Compare a packet of raw almonds with a packet of almond meal, for instance, and you soon get the idea of how much is charged to process our food. Even minimally processed foods, such as rolled oats, rice and pasta, canned legumes and pulses, and dairy, are not expensive compared to more heavily processed ones.

As for fruit and vegetables, we live in a land of plenty where it is not difficult to source beautiful farm-fresh produce at reasonable or low prices.

Recently, an international team of scientists developed the "planetary health diet", designed not only to improve human health but to ensure sustainable food production to reduce further damage to the planet.

It is based on cutting red meat and sugar consumption in half and increasing the intake of fruits, vegetables and nuts. Eating less meat further reduces the cost of a healthy diet. The real problem is that many people do not have the skills necessary to turn such fresh or minimally processed food into delicious wholesome meals, claim they do not have the time to do so, or simply cannot be bothered.

The plethora of cooking shows and articles do not help this problem as dishes presented are often not simple and the perceived difficulty of cooking turns people off.

The solutions are complex but I think a good starting point would be a simple and cheap little cookbook to go with the planetary health diet.

It should be a guide to enable people to get back to basics, a how-to of shopping well and economically, eating well, and enjoying the process as well as the health benefits.

The men making meat-free eating a 'sexy' choice

The Sydney Morning Herald (Australia)

February 12, 2019 Tuesday

Section: Food

Length: 839 words

By: Sarah Berry

It wasn't so long ago that Simon Hill was on a "bro-science diet" that consisted of chicken and sweet potato, eggs and red meat.

"That's the diet that gets passed around at the gym," the Bondi-based physiotherapist and nutrition masters student explains.

Like many others, he believed that meat-free diets seemed less masculine and somehow less vital.

"I had the stereotypical view that vegans weren't exactly a picture of health," the 32-year-old says. "It was a diet that led to you being skinny and weak and pale."

New research from Monash University and the University of Technology Sydney found that a desire for status and to appear more "masculine" to potential partners makes men are more likely to choose meat-based dishes.

This perception of status and strength and of meat being the "sexy" choice, the authors argue, comes from evolutionary history when meat was rare and required strength and skill to obtain.

Nowadays however most people buy their meat from the supermarket shelf and not all blokes subscribe to the idea that meat make the man.

Despite the backlash vegans of either gender, and to a lesser extent vegetarians, face for their choices (which are seen by some as pious, militant or just annoying) more people are adopting a meat-free lifestyle. And Hill, who transitioned to a plant-based diet three years ago, is one of a robust and rising number of men at the vanguard of mainstream veganism.

It was reading about athletes, like American ultramarathon runner and vegan advocate Rich Roll, who were "male and thriving" on a plant-based diet, that inspired Hill to dig deeper into nutrition research and challenge his own assumptions.

"It's OK to unlearn something and learn something new. The way I ate was just instilled in me, I didn't question it," says Hill who has a blog and podcast about being vegan and who was chosen by actor Chris Hemsworth as an expert for his newly launched wellness app Centr.

"I now understand I was incorrect in my view. Plant-based diets, or very close to, have much lower rates of disease or premature death."

The evidence "overwhelmingly highlights the benefits" of a plant-based or predominantly plant-based diet in terms of both "longevity, and vitality", Dr. David L. Katz of the Yale-Griffin Prevention Research Center recently told New York magazine.

"So, for our health, the 'best' diet is a theme: an emphasis on vegetables, fruits, whole grains, beans, lentils, nuts, seeds, and plain water for thirst. That can be with or without seafood; with or without dairy; with or without eggs; with or without some meat; high or low in total fat."

Along with the links to healthier humans, plant-based diets are healthier for the planet, as the new EAT-Lancet report advised.

The planetary health diet urges people to eat no more than the equivalent of one nanoburger a day or one normal burger a week and double their intake of legumes, nuts, vegetables and fruit.

"The diet is quite flexible and allows for adaptation to dietary needs, personal preferences and cultural traditions," the report's authors say. "Vegetarian and vegan diets are two healthy options within the planet health diet but are personal choices."

Which is not to say they are perfect choices.

"Vegan diets can be incredibly nutritious or incredibly risky," says accredited practising dietitian, Melanie McGrice. "Unfortunately I've seen many clients who have decided to follow a vegan diet and live on soft drink and potato chips, putting their health at risk. It's quite possibly to follow a vegan diet that is still high in saturated fat, salt and sugar."

When followed properly however, vegan diets can be "very nutrient-rich", McGrice says.

"Being so high in plant foods, vegan diets can be very low in saturated fat which is great for inflammation and heart health. They can also be very rich in antioxidants," she explains.

"At the end of the day, whether someone decides to eat meat or not, the key message is to ensure that your diet meets all of your nutritional requirements, and avoids foods high in sugar, salt and saturated fat."

Hill agrees. "Any diet that is not well-planned will have deficiencies, whether it be meat or plant-based," he says. "Overall you need to be smart with any diet. A whole food plant based diet can 100 per cent provide you with these nutrients, except B12 [which he takes as a supplement]. 95 per cent of Americans and Australians are fibre deficient yet people are worrying about these nutrient deficiencies which aren't

an issue on a well-planned diet. I.e 2 x tbsp of Chia seeds a day gets you enough ALA omega 3s to convert into the required dha/epa we need."

While veganism is a choice that, he says, makes him feel better he insists he doesn't try to convert others.

"It's about being conscious about where food comes from and what the real science says," says Hill, who adds that veganism is no less masculine. "In the modern world, strength is standing up for your own core values."

Would you like sewer water with that?

The Age (Melbourne, Australia)

March 2, 2019 Saturday

Section: News

Length: 1323 words

By: Ray Edgar

This year's Melbourne Design Week tackles the challenges of climate change.

Dateline Melbourne 2050. Passing solar and wind farms, an electric fast train glides into the world's most liveable city. Disembarking passengers sit at a laneway cafe on stools made from compressed coffee. Their vegan meal arrives on a plate made from lettuce. They quench their thirst with treated sewer water. Scraps are recycled in anaerobic digesters disguised as public sculptures and contribute power to the city block. Only the noise of people fills the streets. Cars are banned. Parking spaces have been replaced with trees and energy storage. Gardens cover the walls of buildings, keeping the streets cool. After lunch the Yarra entices and they swim in the river's clean waters.

This isn't far-fetched science fiction. The design technology exists now. Melbourne's forthcoming Design Week will canvass these ideas and more across some 200 exhibitions, films, tours and talks under the theme of "design experiments".

"The role of Design Week is to experiment in an alternative future," says Ewan McEoin, senior curator of contemporary design at the NGV and creative director of Design Week.

Driving this alternate vision is the mind-boggling reality we now face: erratic and catastrophic weather conditions - bushfires, floods, drought. If global temperatures rise 1.5 to two degrees beyond pre-industrial levels, the UN predicts apocalyptic climate change scenarios by 2050: acidification of oceans, flooding, species extinction, land degradation. Food security and human health will be in jeopardy.

Dire as the forecasts are, McEoin frames it as a crisis of opportunity. "The challenges facing society are opportunities for designers," he says. "We just need people with big ideas and [we] provide a platform for that."

In Welcome to Wasteland 30 designers upcycle unconventional waste materials to create products such as Maddison Ryder's biodegradable plates made from waste lettuce, a jewellery box from discarded animal blood by Basse Stittgen, and Kristen Wang's Re.bean, which transforms coffee grounds into a stool.

"Designers should be accountable for their material choices," McEoin says. "In the era we are going into it will be unacceptable for designers to use materials that have negative environmental or health implications. Part of the challenge to designers is learning what those implications are."

Nikolaus Geyrhalter's sublime documentary Homo Sapiens might be a good place to start. A highlight of Design Week's extensive film program, it captures the global scale of waste. Civilisation is a colossal wreck. Railway stations, roller-coasters, apartment towers, hospitals, jails, military equipment, theatres

and schools lie abandoned and in ruin. Humans are nowhere to be seen. The only life on-screen is the elements: wind, rain, sand, snow; while plant and animal life valiantly adapts.

Shot in the aftermath of natural disasters, commercial obsolescence and political expediency, the film looks like an eerie, alien report from a neglectful planet. Like Shelley's *Ozymandias*, or the dystopic fiction of J.G. Ballard, Geyrhalter's *memento mori* allows us to reflect with incredulity and wonder on the human legacy of life on earth. Brief moments of grandeur and folly but, ultimately, what a waste.

Clearly, understanding where materials come from and where they finish up is imperative.

Among the designers in *The Supply Chain* exhibition at Sophie Gannon Gallery, Jonathan Ben-Tovim and Blake Griffiths mordantly critique materials' darker sources. Ben-Tovim repurposes Takata airbags (the subject of a massive product recall) into an animatronic lamp that inflates and deflates.

"[The airbags] highlight how supply chains can go wrong," says curator Guy Keulemans. Meanwhile, Griffiths memorialises the recent Darling River eco-disaster by making a wreath of tanned bony bream from the third Menindee fish kill. Keulemans describes the work as "darkly and critically reflective of capitalist capacities to exploit disaster".

Public appreciation for activism is evident in the popularity of TV's *War on Waste*. Its host, Craig Reucassel, will judge a *Waste Challenge* that pits designers against each other before an audience and jury who can assess the designers' problem-solving skills.

The *Toxic City?* symposium offers a platform to propose radical design decisions. Rather than just reduce emissions, how do we make buildings net carbon neutral? How can integrating plants make buildings generate oxygen, energy and food?

Food seems an unlikely subject for *Design Week* but, like the supply chain, the food chain has profound implications. "Food is the single strongest lever to optimise human health and environmental sustainability on Earth," according to a recent *EAT-Lancet* report. It proposes the "planetary health diet", a largely plant-based diet with modest amounts of fish, meat and dairy foods.

Architect Bonnie Herring doubles down on the "flexitarian" diet, advocating that we should all be vegan. Given the growing public appetite for environmentally sustainable food and materials, this may not be so hard to swallow.

Reconnecting with the Yarra River, understanding its Indigenous history and ecological importance is another cornerstone of the festival program. Among its numerous river tours is a speculative discussion around a public river pool. Designed by WOWOWA architects, the Yarra Pool is a provocation.

"Why can't we swim in the Yarra?" McEoin asks. "It raises questions about pollution and urban development and general attitudes in how we think about a river as a natural system within a non-natural system."

Perhaps *Design Week*'s most radical proposal is also the most obvious. Not only are fossil fuels bad for the environment and need to be capped, they are a finite resource. Based on 2015 usage figures, oil will be depleted in 50 years, gas in 53 and coal in 153.

"In two lifetimes we're going to have no choice but to power the whole world on renewables. The premise is why wait? Why not invest?" says Ross Harding, principal of *Finding Infinity*, which assesses the financial viability of self-sufficiency strategies.

During the *Toxic City?* symposium Harding will enumerate a 10-step plan to make Melbourne self-sufficient. Along with converting to drinkable treated sewage, and shifting from coal to wind and solar

power, Harding makes a virtue of renewable infrastructure. Anaerobic digesters (which convert organic waste into power and heat) should be designed like public sculptures for people to congregate around; or turned into public facilities such as spas, which they power, he says.

"We really need to change the impression of food waste being disgusting. Make it beautiful and bring people together. Something like a spa flips it around. To ensure it becomes part of the city you need a certain element that people are excited by."

Harding's essential premise switches finite resources for infinite resources. Daan Roosegaarde goes to infinity and beyond. The Dutch designer's latest project endeavours to clean up space.

"The aim of the [Space Waste Lab] is to capture the 8.1 million kilograms of space junk floating around our universe," says the Design Week guest speaker. "It's weird that we are OK even with polluting outside planet Earth."

As anyone who's seen the film Gravity appreciates, space debris can have cataclysmic consequences. In this case the fear is debris knocking out communication satellites.

While the project is only at the visualisation phase - using green lights to track the space waste in real time - the second phase is to capture and upcycle it.

Studio Roosegaarde designs energy-neutral projects such as disco floors powered by dancers, smart highway road lighting that charges during the day and illuminates the road at night like a glowing airport runway. The Wind Vogel harnesses the push-and-pull of cables connected to a kite to power a ground generator, like a bicycle dynamo.

"Each kite generates enough power for 200 households per hour," says Roosegaarde. "You need less hardware and structure compared to a wind farm. And they're not noisy." Installations are already operating in the Netherlands and China, he says.

Like Harding's plan for the food waste "digester" as public sculpture, Roosegaarde's illuminated projects imbue infrastructure with aesthetics.

"People won't change because of facts or numbers," Roosegaarde says. "But if we can trigger the beauty and imagination of this new world, that's the way to activate people."

EXPERT'S VIEW: PLANT-BASED EATING

The Courier-Mail (Australia)

March 5, 2019 Tuesday

Section: Food

Length: 464 words

By: Rachel Bradford

WITH VEGANISM A FAST GROWING FOOD TREND, NUTRITIONIST AND DIETITIAN RACHAEL BRADFORD WEIGHS IN ON THE MOVE TO PLANT-BASED CUISINE

Research from around the world validates the benefits of eating more plant-based foods to improve our health and vitality.

In particular, increasing our consumption of vegetables is linked to a decreasing risk of colon cancer and diabetes, better maintenance of healthy gut bacteria, protection for heart health, and decreasing rates of obesity and people being overweight.

Plant-based foods are high in prebiotic fibre, which is essential for the gut microbiome and health. Eating more plant-based foods by virtue, encourages us to eat more real, nutritious and wholesome foods that are as close to nature as possible.

But plant-based eating does not have to mean vegan eating or only eating plants. It can be a more flexible approach or "flexitarian" as it now referred.

For a balanced diet, plate up your meals with more plants - vegetables, lentils, nuts, seeds, fruit and wholegrains and fill $\frac{3}{4}$ of your plate with these foods. Keep $\frac{1}{4}$ of the plate to animal proteins (e.g. dairy or meat, chicken, fish or eggs) as they have unique benefits including being a complete protein source, as well being rich with omega 3 fatty acids, iron, zinc and vitamin B12.

Still enjoy eating animal protein, just eat less of it and enjoy more plant-based foods. Try a meatless day a week with your family and opt for additions such as falafels, lentil curries, tofu stir-fry, dhal, or lentil shepherd's pie and minestrone soup.

A lunchtime wholegrain wrap or sandwich could feature hummus or avocado spread with falafel or kidney beans and salad. Using egg, feta, haloumi or grated cheese is another satisfying protein inclusion.

Try to reduce the amount of meat that is used in your traditional recipes by at least a third. Reduce the mince and add a tin of kidney beans, add refried beans to your Tex Mex banquet, vegetables to your chicken kebabs or lentil patties and enjoy the meaty flavour of mushrooms in a dish.

Nuts are great plant-based foods and you can enjoy a handful of unsalted, raw mixed nuts each day. You could also add them to bliss balls, salads and stir-fries. Nut butters are also a nourishing spread.

Add some olives to your plate and cook with Australian extra virgin olive oil - its powerful anti-inflammatory properties will improve the flavour of bitter greens and it also helps our body absorb fat soluble vitamins. Use olive oil in cooking, roasting, sauteing, dressings and drizzle over tomatoes or sourdough grainy bread.

You do not need to remove animal protein from your diet, just eat more plant-based foods and be flexible in your approach. We can all benefit from the beauty of plant-based foods in our day.

Why the debate between vegans and meat-eaters is pointless

The Sydney Morning Herald (Australia)

March 13, 2019 Wednesday

Section: Health

Length: 1113 words

By: Sarah Berry

Of the health stories I write, none generate more ire than those about diet. Deigning to enter the fray on plant-based versus carnivorous has people sharpening their canines (or baring their molars, depending on which side of the fence they are on).

"LOL what a dumb bitch," was one of the less eloquent replies I received on Twitter recently, in response to a story about a body of diet research that didn't fit with that person's own body of research.

And we are our own body of research. Understandably, we are passionate about whatever approach we believe has helped our health, our weight, or the way we feel. Add to that increasing awareness about food ethics and the impact of our diet on the environment and other animals and suddenly we are not just talking about our health, or the food we enjoy eating, but morality and the future of our planet too.

Two New York University academics argue the debate between vegetarians and meat eaters is not only pointless, it is missing the point. "We think that many debates between vegans and non-vegans are unproductive," say Christopher Schlotmann and Jeff Sebo via email. "One reason is that we often overemphasise the role of the individual consumer while underemphasising systemic solutions. This is distracting and unhelpful.

"Another reason is that the empirical evidence that industrial animal agriculture harms humans, animals, and the environment is quite strong. Any productive conversation should focus on what to do about this."

In their book, *Food, Animals, and the Environment: An Ethical Approach*, Schlotmann and Sebo, both of NYU's Environmental Studies and Bioethics departments, examine some of this evidence. For instance, industrial animal agriculture kills more than 100 billion animals per year and causes "massive and unnecessary" harm to humans, animals and the environment.

Also, about 70 per cent of the world's freshwater is used for agriculture, especially for farmed animals and animal-based agriculture is responsible for about 14.5 per cent of all anthropogenic greenhouse gas, about 9 per cent of carbon emissions and it takes 4000 calories of fossil fuel to produce 1000 calories of protein in a chicken for human consumption.

Details such as these that prompted the recent EAT Lancet paper, recommending people eat no more than the meat equivalent of one nano-burger a day or one hamburger a week.

But trying to suggest there is a perfect solution is naive because no approach is completely harmless or available to everyone and no argument bulletproof.

"No food system is perfect," write Schlotmann and Sebo. "Every food system alters nature, benefits some individuals and harms other individuals as a result."

For example:

Hunting or DIY meat-eating: People consume only what they need, have minimal impact on the environment and allow an animal to live a natural life. **Cons:** Their deaths are often slower and potentially less humane. It is also not scalable to a world population of 7+ billion people.

Vegan/Vegetarian: A plant-based approach has about 10 per cent of the environmental footprint as animal agriculture and means animals aren't farmed to kill. It is also likely to be scalable, healthful and affordable. **Cons:** It still displaces harms or kills wild animals, uses land, water and energy. Pescetarianism, reducetarianism or conscientious omnivory may in fact produce less harm overall than a vegetarian diet involving eggs and dairy.

Plant-based meat' or cultured meat: Cultivated from plants or animal cell culture saves animal lives and provides a viable alternative to meat. **Cons:** It requires more processing and may reinforce the idea of animals as commodities.

Conscientious omnivorism/organic/free range: Allows animals more freedom and they tend to experience less disease. Organic also means no synthetic fertilisers, which are a "key stressor on marine ecosystems" and minimal use of harmful pesticides (suspected in bee colony collapses among other things). **Cons:** It is more expensive, animals are still held captive, treated as a commodity and have short lives (e.g. a pig might live for 6 months in a factory farm, 12 months+ in a free range farm and 15 years naturally).

Pescetarian: Eating fish, but no meat, preserves land and animal life. **Cons:** more than 50 per cent of the ocean is currently used for fishing, and estimates of over one trillion aquatic creatures are killed each year, many of them unintentionally.

Reducetarian: People aim to eat less but not completely eliminate animal products with the view that reducing our contribution to harm makes a difference. **Cons:** Critics debate how much reduction is enough with some saying only complete elimination will do.

Freeganism: People won't buy anything that they see as supporting harmful food systems, but will eat these products if they haven't purchased them (i.e. they are put in front of them, they are roadkill or found in a dumpster). **Cons:** Dumpsters aside, critics question whether eating the animals, regardless of whether they have been purchased, is still contributing to the problem.

Other imperfect solutions include local food (fewer food miles, higher profit margins direct to farmer and seasonal), non industrial or low density farming practices like permaculture (less land clearing, more regenerative and a smaller environmental impact), insect-eating and holistic grazing (where grazing is planned to encourage regeneration of land). It's messy moral territory (especially when you consider agriculture employs about one billion people globally) and what we choose depends on our views and values, resources and opportunities.

"On one hand, we know that moving towards a more plant-based system benefits almost everyone. On the other hand, it is a complex question exactly what kind of food system would be ideal, and how we can ethically and effectively bring that kind of food system about," admit Schlottmann and Sebo.

While the debate pitting vegetarians and meat eaters against each other is futile, we do need to have a conversation about how to solve a problem that affects us all.

The key is having awareness of biases in our moral thinking (e.g. we don't like eating dogs but pigs are OK or think one way of eating is more "natural" than another). Schlottmann and Sebo suggest allowing moral intuition to guide us while also cultivating a healthy skepticism toward our own beliefs and working to discount them in cases where bias is likely to be playing a role. "Keep an open mind. This is a challenging subject," say the pair who are both vegan. "We need a broad, pluralistic food movement that includes many different people taking many different approaches.

"Given the urgency of climate change and other global environmental changes, we hope that others will share our goal of working to create a food system that produces more benefits and fewer harms for humans, animals, and the environment."

KRANTENARTIKELN INDIA

Cut red meat, sugar by 50%: Lancet's diet plan for the world

The Hindu

January 17, 2019 Thursday

Section: News

Length: 541 words

By: Jacob Koshy

The new diet could avert around 11 million premature deaths a year

With the ideal diet, your life would be less sweet but your lifespan would be longer. Cut consumption of sugar and red meat by 50%, and increase the intake of fruits, vegetables, and nuts — that is the top recommendation of a worldwide diet plan according to a special report released on Thursday by the journal Lancet. Such a diet would not only be healthier but also more environment-friendly.

The EAT-Lancet Commission, an independent non-profit consisting of 19 scientists and 18 co-authors from 16 countries, was tasked with developing global scientific targets for a healthy diet and sustainable food production.

The experts on this panel from India included Srinath Reddy of the Public Health Foundation of India and Sunita Narain of the Centre for Science and Environment.

The Commission recommended that the average adult, whose daily requirement is about 2,500 calories, must strive to source around 800 calories from whole grain (rice, wheat or corn), 204 calories from fruits and vegetables, and not more than 30 calories from red meat (beef, lamb or pork). It also suggested that the ideal diet should have no “added sugar” or “added fat”. Unhealthy diets are the leading cause of ill-health worldwide, and following this healthy diet could avoid approximately 11 million premature deaths a year, the report said.

UN goals

“These global targets define a safe operating space for food systems that allow us to assess which diets and food production practices will help ensure that the UN Sustainable Development Goals (SDGs) and the Paris Agreement [on Climate Change] are achieved,” said a press statement accompanying the report.

Though the Commission’s recommendations for a healthy diet do include red meat, it emphasises that “global targets” ought to be applied “locally” and must keep in mind “cultural sensitivities”. That means the protein requirement from meat can be substituted, with, say, legumes or equivalent substitutes.

People in North American countries eat almost 6.5 times the recommended amount of red meat, while those in South Asia eat only half the recommended amount. All countries are eating more starchy vegetables (potatoes and cassava) than recommended, with intakes ranging from between 1.5 times above the recommendation in South Asia to 7.5 times the optimum level in sub-Saharan Africa.

Dramatic change

“The world’s diets must change dramatically. More than 800 million people have insufficient food, while many more consume an unhealthy diet that contributes to premature death and disease,” said co-lead Commissioner Dr. Walter Willett of Harvard University. “To be healthy, diets must have an appropriate calorie intake and consist of a variety of plant-based foods, low amounts of animal-based foods, unsaturated rather than saturated fats, and few refined grains, highly processed foods, and added sugars.”

The researchers also modelled the effects of a global adoption of such a diet on deaths from diet-related diseases.

Three models each showed major health benefits, suggesting that the new diet could globally avert 10.9-11.6 million premature deaths a year.

The report shared a road map to help global populations move towards such a diet by 2050. These include re-orienting the focus of agriculture from large-scale production of a few crops to “a diverse range of nutritious foods from biodiversity-enhancing food production systems”.

Diet revamp needed to feed 10 billion by 2050

Hindustan Times

January 17, 2019 Thursday

Section: Food

Length: 710 words

By: -

Thirty-five per cent of daily calories from grains and tubers; protein mainly from plants, with not more than 14 gram of red meat a day; and 500 grams of fruits and vegetables.

That's the ideal diet recommended by the EAT-Lancet Commission on Food, Planet, Health - not only from the perspective of providing a nutritious and healthy diet, but also one that is sustainable and doesn't compromise the planet's health.

The aim of the study, conducted by NGO EAT and Lancet, the respected medical journal, was to understand how to provide a growing population of 10 billion (by 2050) a nutritious and sustainable diet.

Based on inputs from 37 experts from 16 countries, including India, the commission concluded that this is impossible without: transforming food habits; improving food production; and reducing food waste.

The study found that over the past 50 years, dominant diets have become nutritionally suboptimal, which calls for a global transformation of the food system.

The commission says the diet recommended by it, the so-called planetary health diet, could potentially avert between 10.9 million and 11.6 million premature deaths globally per year, reducing adult deaths by 19-23.6%.

"The message to cut down meat consumption by 50% is mainly for higher-income countries, as meat consumption is low in India, where meat-eaters are mainly flexitarian, eating mostly plant-based with the occasional inclusion of meat and fish," said Dr K Srinath Reddy, president, Public Health Foundation of India, who was one of the two experts from India.

"Meat in India is from grass-fed animals, which have lower environmental consequences than grain-fed animals in developed countries. For us, the message is fish is better than fowl, and fowl is better than flesh," said Dr Reddy.

The widespread adoption of a planetary health diet will also improve intake of most nutrients, including healthy mono- and polyunsaturated fatty acids and the lower consumption of unhealthy saturated fats to improve public health.

At least 820 million people are hungry worldwide, and close to 2 billion people eat too much of the wrong food, which leads to more disease and early death than unsafe sex, and alcohol, drug, and tobacco use combined.

"India needs to promote the consumption of a diversity of grains (other than rice and wheat), and increase vegetable and fruit consumption by making them widely available at affordable prices," said Dr Reddy. Promoting foods high in essential micronutrients, such as iron, zinc, folate, and vitamin A, can address most deficiencies (except for vitamin B12, where supplementation or fortification may be necessary).

"On average, Indians eat 250 gm of fruits and vegetables a day in urban areas, and 150 gm in rural areas, which is a little more than half of the 400 gm recommended by World Health Organisation," said Dr Avula Laxman, scientist and head of the public health nutrition and the national nutrition monitoring bureau, National Institute of Nutrition, Hyderabad.

High cost is not always the deterrent; it's just that people often don't know better, said Dr Laxman. "Even green leafy vegetables, which are cheap and easily available, are not eaten enough, with 24 gm a day consumed in urban areas and 18 gm in rural areas, against the recommended amount of 40-50 gm a day," he said.

India is the second-largest producer of fruits and vegetables globally, producing 97 million metric tonnes of fruits and 179.69 million metric tonnes of vegetables a year, according to the National Horticulture Board's annual report 2017-18, but the sector is a labour- and risk-intensive one, wracked with challenges like poor quality seeds, impoverished yield, insufficient cold storage space, unreliable transportation, inadequate use of technology, and inadequate quality control.

"Around 40% of vegetables produced are wasted, which means promoting locally-available food and improving the cold chain, including storage, transport and processing will help bring down cost and improve farmer income," said Dr Prema Ramachandran, director, Nutrition Foundation of India.

The Commission proposes five strategies to tweak diets and food production. It suggests introducing policies to encourage people to choose healthy diets, including improving availability and access to healthy food through improved logistics and storage; moving from high volumes of crops to producing varied nutrient-rich crops; making agricultural sustainable taking into account local conditions; pushing effective governance of land and ocean use; and halving food waste.

Go easy on potatoes, not proteins, international panel says - Not time yet for Indians to lose sleep on meat diet

The Telegraph (India)
January 18, 2019 Friday

Section: News

Length: 502 words

By: G.S. Mudur

An international panel has released the first scientific targets for healthy diets worldwide through sustainable food production that will require Indians to increase their protein consumption and curtail their intake of potatoes.

The panel, the EAT-Lancet Commission, has determined that daily healthy diets should contain at least 35 per cent calories from whole grains and tubers, protein sources mainly from plants but including up to 14 grams meat per day, and 500 grams of vegetables and fruits.

A global shift from present-day diets towards the proposed target diets could likely avert about 11 million premature deaths a year, the panel has said in a report published in The Lancet on Wednesday.

This shift to healthy diets will require a 50 per cent reduction in global consumption of unhealthy foods, including red meat and sugar, and a doubling of healthy foods such as fruits, nuts, vegetables and legumes.

But the changes needed would have to vary from region to region. For instance, North Americans on average consume 6.5 times the recommended amount of meat, while people in South Asian countries eat only half the recommended amount.

People in all countries now eat far more starchy vegetables such as potatoes and cassava (a tuber similar to yam) than recommended under the target diets, but the margins vary from region to region.

The report says that South Asians on an average eat 1.5 times the recommended amount of potato while sub-Saharan Africans consume 7.5 times this amount.

"Indians should increase protein intake from plant sources such as pulses and legumes and with fish, fowl and meat in that order as part of a non-vegetarian diet, if preferred," said K. Srinath Reddy, a cardiologist and president of the New Delhi-based Public Health Foundation of India and a member of the commission.

"The focus for India should be on improving the production, preservation, supply and consumption of fruit and vegetables while increasing the availability of plant protein sources like pulses. Reducing sugar consumption should be a universal goal."

The panel has estimated that about 820 million people worldwide currently have insufficient food and many more eat unhealthy diets that contribute to health disorders and premature deaths.

"The food group ranges we suggest allow flexibility to accommodate various food types, agricultural systems, cultural traditions, individual dietary preferences - including numerous omnivore, vegetarian

and vegan diets," Walter Willet, professor of epidemiology and nutrition at Harvard University and the panel's co-lead, said in a media release.

The changes will require policies that give incentives to producers to grow nutritious, plant-based foods, improve access and demand for healthy foods such as fruits and vegetables, and discourage the consumption of unhealthy foods.

The panel has also said that improvements in production practices and large reductions in food loss and waste would be needed to implement the target diets. Panel members said the target diets would help feed the anticipated global population of 10 billion by 2050 through sustainable food production while addressing issues such as climate change, biodiversity loss and land use.

What is it? The Planetary Health Diet

The Hindu

January 23, 2019 Wednesday

Section: Lifestyle
Length: 260 words
By: Neeraja Murthy

It might be a good idea to watch what you put on your plate, because it will ultimately affect the planet. By 2050, the earth's population is projected to reach 9.8 billion (World Population Prospects: The 2017 Revision published by the UN Department of Economic and Social Affairs), with rampant food scarcity and an alarming number of people consuming unhealthy diets.

The findings by a group of scientists, published in *The Lancet*, reveal how a shift to a planetary health diet will ensure healthy living and also a sustainable planet. In *The EAT-Lancet Commission on Food, Planet and Health*, 37 experts from 16 countries propose a dietary plan based on a 2500 kcal daily diet (which means individual diets will result in different values of carbs-proteins-fats).

The guidelines address issues arising out of food waste and scarcity, climate change and unhealthy dietary consumption. The scientists recommend that red meat and sugar consumption decrease globally by more than 50%. Diets must include more nuts, fruits, vegetables, and legumes.

The planetary health diet advises a daily dietary pattern that indicates food group intake ranges, taking into account the "flexibility to accommodate various food types, agricultural systems, cultural traditions, and individual dietary preferences — including numerous omnivore, vegetarian, and vegan diets," said co-lead Commissioner Dr. Walter Willett, Harvard University, US. It suggests 0-60% of food intake be from major carbohydrate sources: wholegrains and starchy veggies (potatoes); 15% from protein, predominantly vegetarian; 20% from fruit and vegetable, with added fats and sugars being kept to the minimal (not more than 18% fat and 4.8% sugar).

Time to push for a sustainable food system, say scientists

The Hindu

April 04, 2019 Tuesday

Section: News
Length: 365 words
By: -

EAT-Lancet Commission releases report on healthy diet

"The way we are producing food today is causing increased emission of greenhouse gases, depleting fresh water supply, compromising land use, exhausting the nitrogen and phosphorous cycle, and endangering biodiversity," said K. Srinath Reddy, one of the two Indian commissioners on the EAT-Lancet

Commission, and president, Public Health Foundation of India (PHAI), at the release of the EAT-Lancet Commission's report here on Thursday.

In his video-recorded message, Dr. Reddy stressed, "We need to find a safe space to provide food security to everyone by 2050."

International panel

The report, authored by 37 international experts, including two from India, has been put together by EAT, the science-based global platform for food system transformation, and the journal The Lancet.

The EAT-Lancet Commission's report, for the first time proposes scientific targets for what constitutes a healthy diet derived from a sustainable food system.

"With 1.35 billion people, that is, 1 out of 6 people globally here in India, India would soon surpass China to become the most populated nation in the world, and that too on one-third of the landmass of China. Feeding all our people a healthy diet in a sustainable manner without compromising on our ecology and environment is going to be the most important challenge for us in the coming decades," said Pawan Agarwal, chief executive officer, Food Safety and Standards Authority of India.

Presenting the EAT-Lancet Commission report, Brent Loken of EAT, said: "If we don't fix the food system, we cannot achieve the UN's Sustainable Development Goals. The great thing that FSSAI is doing is beginning this conversation in India."

People's movements

Presenting some key steps required for the 'great food transformation', Lawrence Haddad, executive director, Global Alliance for Improved Nutrition (GAIN), a global initiative launched by the United Nations in 2012, said: "Taxes on unhealthy foods, subsidies for healthier food options, strong leadership in the public and private sectors and strong civil society movements, is the need of the hour."

Highlighting the importance of food safety, he cautioned: "As food systems become more formal and organised, food safety threats increase, not decrease. FSSAI has brought the worlds of food safety and healthy eating together."

The EAT-Lancet commission's diet plan will reduce both hunger and obesity

Hindustan Times
April 7, 2019 Sunday

Section: News

Length: 353 words

By: -

India, April 7 -- The world's menu needs a drastic overhaul. At least 820 million people going hungry worldwide and close to two billion eating too much of the wrong food have made unhealthy diets a bigger cause of death and disease than unsafe sex, drugs, alcohol and tobacco use combined. As human diets are inextricably linked to health and environmental sustainability, the EAT-Lancet Commission has put together the first scientific evidence on a diet plan that meets the nutritional requirements of a 10 billion and growing population by 2050 while staying within a sustainable food production system that does not harm the planet.

Compared with currently popular diets, the global adoption of the new recommendations requires the world to halve its consumption of red meat and sugar and increase nuts, fruits, vegetables, and legumes intake at least two-fold.

As countries in North America eat almost 6.5 times the recommended amount of red meat, and countries in South Asia, including India, eat less than half the amount, these food targets will need to be applied locally.

All countries are eating more starchy vegetables such as potatoes and cassava than recommended, with intake ranging from between 1.5 times above the recommendation in South Asia and by 7.5 times in sub-Saharan Africa.

Along with a transformation in eating habits, the immediate challenge is to develop sustainable food systems by improving food production and reducing food waste.

India is the second-largest grower of fruits and vegetables globally. It produces 97 million metric tonnes of fruits and 179.69 metric tonnes of vegetables, but around 40% of vegetables produced are wasted. Reviving traditional diets and promoting local produce and improving the cold chain, including storage, transport and processing are essential for the optimal use of produce.

Agriculture must be refocused to produce varied nutrient-rich crops. Introducing policies to encourage people to choose healthy food, including improving availability through improved logistics and storage, moving from high volumes of crops to producing varied nutrient-rich crops, localising produce, and halving food waste are key issues that need to be addressed to make both sustainable nutrition possible and reduce hunger and obesity.

The world must develop sustainable food systems

Hindustan Times

April 8, 2019 Monday

Section: -

Length: 296 words

By: -

NEW DELHI, April 8 -- The world's menu needs a drastic overhaul. At least 820 million people going hungry worldwide and close to two billion eating too much of the wrong food have made unhealthy diets a bigger cause of death and disease than unsafe sex, drugs, alcohol and tobacco use combined.

As human diets are inextricably linked to health and environmental sustainability, the EAT-Lancet Commission has put together the first scientific evidence on a diet plan that meets the nutritional requirements of a 10 billion and growing population by 2050 while staying within a sustainable food production system that does not harm the planet.

Compared with currently popular diets, the global adoption of the new recommendations requires the world to halve its consumption of red meat and sugar and increase nuts, fruits, vegetables, and legumes intake at least two-fold. As countries in North America eat almost 6.5 times the recommended amount of red meat, and countries in South Asia, including India, eat less than half the amount, these food targets will need to be applied locally.

The immediate challenge is to develop sustainable food systems by improving food production and reducing food waste. India is the second-largest grower of fruits and vegetables globally. It produces 97 million metric tonnes of fruits and 179.69 metric tonnes of vegetables, but around 40% of vegetables produced are wasted.

Reviving traditional diets and promoting local produce and improving the cold chain, including storage, transport and processing are essential for the optimal use of produce. Introducing policies to encourage people to choose healthy food, including improving logistics and storage, moving from high volumes of crops to producing varied nutrient-rich crops and halving food waste are issues that need to be addressed to make nutrition sustainable and reduce hunger and obesity.

Planetary health diet: Developed countries must cut red meat eating by 80% to protect Earth

The Independent (United Kingdom)

January 16, 2019 Wednesday

Section: Health

Length: 704 words

By: Alex Matthews-King

Plan to minimise climate change and rainforest destruction while preventing millions of premature deaths would require developed nations' meat eating to fall by 80 per cent.

Scientists have drawn up a "planetary health " to safeguard the Earth from environmental disaster and ensure enough food is available for its booming population to stay healthy.

This would require consumption to halve across the world but fall by more than 80 per cent in developed countries like the US and UK, the study says.

Dairy and sugar consumption would also need to decrease drastically, while the proportion of nuts, fruit, vegetables and legumes like lentils and chickpeas needs to double.

If this is achieved it could minimize the damaging effects of climate change, deforestation, and the loss of animal and plant species while preventing 11 million premature deaths a year.

"We are currently getting this seriously wrong," Professor Tim Lang, one of the authors from City, University of London, said. "We need a significant overhaul, changing the global food system on a scale not seen before in ways appropriate to each country's circumstances."

Cutting down on meat saved British people 'more than £2.8bn last year'

Government must consider meat tax, says Caroline Lucas

While this is "uncharted territory" for policymakers, it is not impossible, Mr Lang added.

The world's population is expected to reach 10 billion by 2050. But people's health and the planet's scarce resources are being put under increasing strain by a shift towards high calorie western-style diets.

Health campaigners have already called for meat taxes to save lives, but the Eat-Lancet Commission is the first to propose a diet on environmental grounds as well. It brought together 37 experts from 16 countries specialising in health, nutrition, environmental sustainability, economics and politics to look at how a balance could be struck.

What would the 'planetary health' diet look like?

An average daily calorie intake of 2,500 calories would include...

7g of red meat and pork - less than two cocktail sausages

29g of poultry - equivalent to one and a half nuggets

28g of fish - roughly a quarter of a medium sized fillet.

250g dairy - around one glass

Eggs - 1.5 per week

500g of fruit and vegetables -reducing amounts of starchy staples like potatoes

125g of legumes, peanuts, tree nuts or soy – rich sources of plant protein

52g fats - mainly from plant sources

The solution, based on three years of statistical modelling, is a diet consisting of around 35 per cent of calories obtained from whole grains and tubers, and protein mostly derived from plants.

While permitting variations based on local need and culture, the recommendations, published in the Lancet medical journal would require meat to become a weekly or fortnightly treat rather than a daily staple.

The shift to sustainable food production requires food waste to be cut in half and no more additional land to be turned over to agriculture - with rainforests destroyed for cattle ranching and palm oil production

To achieve this livestock and fishing subsidies would need to be abolished, with the expansion of marine conservation zones and changes to shopping habits in developed nations - as well as protections for low income groups.

Professor Johan Rockstrom, from the Potsdam Institute for Climate Impact Research in Germany - who co-led the commission, said this would require "nothing less than a new global agricultural revolution".

"There is no silver bullet for combating harmful food production practices, but by defining and quantifying a safe operating space for food systems, diets can be identified that will nurture human health and support environmental sustainability."

Free market groups and the meat and dairy industry accused the authors of pushing for the "nanny state" and said meat and dairy were a key part of good dietary health after the Lancet report found key claims, such as dairy being integral for bone strength, were often not borne out in large studies.

Alexander Anton, secretary general of the European Dairy Association, said: "[The report] goes to the extreme to create maximum attention, but we must be more responsible when making serious dietary recommendations." "Milk protein has been recognised scientifically, and in EU legislation, as the most valuable protein for human consumption," he added.

Surely some mis-steak? Climate change activists say we should eat just 14g of meat a DAY

Daily Mail (London)

January 16, 2019 Wednesday

Section: News

Length: 354 words

By: Charlier Moore

Fourteen grams is an amount is little more than a AAA battery which weighs 12g

The recommendation was published in an article for British journal The Lancet

Meat production is major cause of global warming and is endangering planet

Climate change activists have called for global veganism by 2050 and recommended we each eat only 14 grams of meat a day. The amount is little more than a AAA battery, which weighs 12g - nowhere near enough to enjoy a burger or a steak.



Climate change activists have called for global veganism and recommended that we each eat only 14 grams of meat per day

'Strong evidence indicates that food production is among the largest drivers of global environmental change by contributing to climate change,' it reads.

'Healthy diets have an appropriate caloric intake and consist of a diversity of plant-based foods.'

'Transformation to healthy diets by 2050 will require substantial dietary shifts, including a greater than 50 per cent reduction in global consumption of unhealthy foods, such as red meat and sugar, and a greater than 100 per cent increase in, consumption of healthy foods, such as nuts, fruits.

The paper, whose chief author is Tamara Lucas, has called for global veganism by 2050.

Livestock are responsible for about 14.5 percent of global greenhouse gas emissions, according to the U.N. Food and Agriculture Organization (FAO).

The world needs to produce an estimated 50 per cent more food to support nearly 10 billion people by 2050, according to the United Nations.

Unless things change, this could increase the impact of food production on the environment by up to 90 percent by 2050, to a level where the planet is no longer a 'safe operating space for humanity'.

To prevent that, everyone should switch to diets rich in green vegetables, fruit and nuts and low in red meat and dairy products, according to recent research funded by Scandinavian think tank EAT.

The amount of food thrown away - currently a third of the total - would also need to be halved and best practices to boost yields, recycle fertilizers and improve water management adopted worldwide.

Cut meat to half-rasher a day to save planet

The Times (London)

January 17, 2019 Thursday

Section: News

Length: 533 words

By: Kat Lay

Reducing red meat consumption to half a rasher of bacon a day and eating more nuts will help avert climate change, scientists say.

An international team of experts has put lower meat consumption at the heart of a "planetary health diet" to stave off catastrophic damage to the Earth. They say people should think of meat as a treat and have "a burger once a week or a steak once a month".

Those who insist on eating red meat every day should have a maximum of 14g, which is equivalent to half a rasher of bacon and considerably less than the 70g maximum of red and processed meat recommended in the UK. The average British adult eats about 62g.

The diet's daily allowance for starchy vegetables, 50g, is about a quarter of a baked potato. The allowance for fish, 28g, is about half a fish finger. The calories should be replaced by doubling consumption of nuts, fruits, vegetables and legumes, researchers said.

The Eat-Lancet commission of 37 experts from 16 countries concluded that the global food system needed urgent transformation to reduce greenhouse gas emissions and water use while feeding a population of ten billion by 2050. Writing in *The Lancet*, the scientists said that global adoption of their recommendations would prevent about 11 million early deaths a year. "The food we eat and how we produce it determines the health of people and the planet, and we are currently getting this seriously wrong," Tim Lang, professor of food policy at City, University of London, said.

The diet assumes an intake of 2,500 calories per day for men and women, a choice which Walter Willett, of Harvard University, said was born of a desire to be "realistic". He denied that it was a "deprivation diet".

Food waste must at least be halved, the scientists said, and prices would need to rise to reflect production and environmental costs.

The researchers called for policies to encourage healthy and sustainable diets, including advertising curbs, taxes on red meat and education campaigns.

Agriculture would need to be intensified using sustainable methods, they said, to limit greenhouse gas emissions. Governments should consider incentives to protect natural areas on land and at sea and at least 10 per cent of marine areas should be closed to fishing. Professor Nigel Scollan of Queen's University Belfast, a member of the industry-funded Meat Advisory Panel, said that "demonising animal-based foods" could distract from pollution from transport and energy production.

Christopher Snowdon, of the Institute of Economic Affairs, a free-market think tank, said: "They say you are what you eat and that must be true because this is nuts."

How to eat to save the world

Recommended daily intake:

Whole grains (rice, wheat, corn etc) 232g; 811 calories.

Starchy vegetables (such as potatoes) 50g; 39 calories.

Vegetables 300g; 78 calories.

Fruit 200g; 126 calories.

Dairy 250g; 153 calories.

Red meat 14g; 30 calories.

Poultry 29g; 62 calories.

Eggs 13g; 19 calories.

Fish 28g; 40 calories.

Legumes (such as lentils and chickpeas) 100g; 426 calories.

Palm oil 6.8g; 60 calories.

Unsaturated oils (olive, rapeseed, sunflower oil) 40g; 354 calories.

Lard or tallow (as part of meat consumption) 5g; 36 calories.

Sweeteners 31g; 120 calories.

NOW WE'RE TOLD: SLASH YOUR MEAT AND SUGAR

Daily Mail (London)

January 17, 2019 Thursday

Section: News

Length: 739 words

By: Ben Spencer

FAMILIES are being told to cut their consumption of red meat and sugar by half to improve their health and help save the planet.

Scientists say the adoption of a 'planetary health diet' is vital to feed the world's booming population without destroying the environment.

The radical plan would mean people eating just 7g of pork a day, 7g of beef or lamb and 28g of fish - the equivalent of a quarter of a rasher of bacon, a 16th of a burger and two-thirds of a fish finger.

Experts say this would prevent around 11 million early deaths by 2050 by slashing obesity, heart disease and type 2 diabetes.

But critics dismissed the campaign being launched today as nanny-state madness'.

The report was drawn up by 37 experts from 16 countries in a three-year project.

Its authors stress that the world population is expected to reach ten billion by 2050, and Earth has finite resources for food production.

They say a billion people are already malnourished, and another two billion are eating too many of the wrong foods.

Previous studies have shown meat uses 83 per cent of the world's farmland while providing only 18 per cent of calories.

The diet, details of which were published in the Lancet medical journal, would mean a radical shift away from meat and dairy to vegetables, beans, nuts and pulses. Average consumption of red meat in Britain would have to drop by 77 per cent from its current 62g a day.

Dairy and butter intake would be cut by 40 per cent to just 250g - the equivalent of half a glass of milk, a slice of cheese and a small knob of butter. The consumption of eggs would fall by more than a half to a fifth of an egg a day, or one and a half a week. Sugar intake would be cut by half to just 31g a day and potato intake by three-quarters to 50g.

But people would have to eat three times as much vegetables, beans, nuts and soya to make up the calories.

Scientists are launching a campaign to promote the diet by calling for extra taxes on meat and for the worst foods to be taken off supermarket shelves.

Dr Walter Willett, of Harvard Medical School, one of the lead authors of the report funded by the Wellcome Trust, said the diet is achievable.

He added: 'We are not talking about deprivation to do this. We are talking about a way of eating which can be enjoyable and flavourful.' He said people would have to start viewing meat as a treat.

These numbers for red meat may seem small to people in the US and UK but they will not seem small to people in a very large part of the world who are already eating about that much meat, or even somewhat less.

This doesn't mean giving people a tablespoon of meat a day, but it means having a hamburger about once a week or, if you really like big steaks, have one once a month.'

He said those who ate the Mediterranean diet, commonly viewed as among the world's healthiest, viewed red meat as something for special occasions.

For me, I love lobster,' he said. But I don't have it every day, I have it about three times a year. We need to change the way we view some foods, to make them special.'

Professor Tim Lang, of City, University of London, said: 'The food we eat and how we produce it determines the health of people and the planet, and we are currently getting this seriously wrong. We need a significant overhaul, changing the global food system on a scale not seen before.'

While this is uncharted territory and these problems are not easily fixed, this goal is within reach.'

But Christopher Snowden, head of lifestyle economics at the free market Institute of Economic Affairs, said: 'They say "You are what you eat" and that must be true because this is nuts.'

Most people will look at these demands and laugh, but I welcome this report because it reveals the full agenda of nanny-state campaigners. They are making no secret of their desire to tax and ban their way towards a near-vegan diet for the world's population.

Their desire to limit people to eating one tenth of a sausage a day leaves us in no doubt that we are dealing with fanatics.'

Cut down red meat by 90% to save the planet

The Times (London)

January 18, 2019 Friday

Section: News

Length: 488 words

By: Katie O'Neill

Irish consumers should cut the amount of red meat they eat by almost 90 per cent to help tackle climate change, scientists say.

An international team of experts has put lower meat consumption at the heart of a "planetary health diet" to stave off catastrophic damage to the environment.

People should think of meat as a treat and have "a burger once a week or a steak once a month", they said.

Under the guidelines set out in the report, a person should eat only 7g or 15 calories worth of beef or lamb a day. For Irish people, that would require an 89 per cent reduction.

The recommendations allow for 50g or 39 calories of potatoes per day, which is about a quarter of a medium-sized potato. Dairy consumption would be confined to 250g or 153 calories a day. The allowance for fish, 28g, is about half a fish finger. The calories should be replaced by doubling consumption of nuts, fruits, vegetables and legumes.

The Eat-Lancet commission of 37 experts from 16 countries concluded that the global food system needed urgent transformation to reduce greenhouse gas emissions and water use while feeding a population of ten billion by 2050.

Writing in *The Lancet*, the scientists said that global adoption of their recommendations would prevent about 11 million early deaths a year by improving personal and planetary health. "The food we eat and how we produce it determines the health of people and the planet, and we are currently getting this seriously wrong," Tim Lang, professor of food policy at City, University of London, said.

The diet assumes an intake of 2,500 calories a day for men and women, a Continued on page 2, col 5 continued from page 1 Cut red meat by 90% choice that Walter Willett, of Harvard University, said was borne of a desire to be "realistic". He denied that it was a "deprivation diet".

Food production is among the largest drivers of global environmental change, the report stated. Food waste must at least be halved and prices would need to rise to reflect production and environmental costs, it added.

Researchers stressed that healthy foods should be affordable. They also called for policies to encourage healthy and sustainable diets, including advertising curbs, education campaigns and taxes on red meat.

The authors include dietary experts from the UN's food and agricultural division, the World Health Organisation and Harvard University.

The report is expected to draw criticism from those within the Irish dairy and agricultural sector. Ireland exported more than (EURO)4 billion worth of dairy products in 2017 and (EURO)3.9 billion worth of meat and livestock. A spokesman from the Irish Farmers Association said: "We have very efficient food production systems in Ireland from a climate perspective. We are the most carbon-efficient dairy producer in Europe and amongst the top five in beef. Proteins from beef and dairy are an important part of a balanced diet."

Call for consensus as climate change talks start

The Times (London)

January 18, 2019 Friday

Section: News

Length: 520 words

By: Aaron Rogan

The window of opportunity to take action on climate change is closing, Richard Bruton said yesterday as he stepped up plans to reach a national consensus on how to address the issue.

The climate action minister has convened a meeting in Croke Park today where government officials and representatives from industry, agriculture, academia, unions and others will gather to discuss tackling climate change. "We need to step up our response to climate disruption. The window for opportunity is closing. The decisions we take now will define the next century," Mr Bruton said. "I am determined to make Ireland a leader in this area. The reality is that it will require difficult choices. Every person, every community, every business, every home, every farm and every school will have to make changes in the way we live, and work and travel."

Mr Bruton has admitted that Ireland has been a laggard on climate issues and vowed to make the country a leader by putting clear responsibilities in place for government and other sectors.

The different groups at the talks will be asked what are the most accessible areas of opportunity in their sector and " how progress can be made. They will also consider if targets should be set for each sector, how funding should be distributed, and how can the public be convinced to support the plan.

On Monday the taoiseach told his colleagues that a failure to work towards Ireland's emission targets would threaten national security and damage the country's most profitable sectors including agriculture and tourism. In the Dáil yesterday, Eamon Ryan, the Green Party leader, said that the government must change its policy on agriculture based on a new report that said consumers should cut the amount of red meat they eat by almost 90 per cent to help tackle climate change. The Eat-Lancet commission of 37 experts from 16 countries concluded that the global food system needed urgent transformation to reduce greenhouse gas emissions.

Mr Ryan said that the Foodwise 2025 plan is based on a prediction that Ireland should expand its beef, dairy, pork and chicken industries to benefit from an increase in consumption.

"That market is going to dramatically shrink and has to. We need to change food policy," Mr Ryan said.

He said that the government should now focus on helping farmers diversify away from these markets. "Is there not going to be a hypocrisy in that we have a taoiseach saying that we are going to cut back our own meat consumption but as a country we are going to be out there selling and expanding as much as we can when everything we know now from science and health is that we all need to adjust our diet and we will all benefit from that. Irish farming can, should and will benefit from that."

Simon Coveney, the tánaiste, said that the Foodwise plan was a sustained expansion and that it would be done with the lowest carbon footprint possible. "We will potentially need to look at radical solutions in how we farm, how we produce food and also our lifestyles," he said.

Outcry over taoiseach's new diet reveals blind ignorance of climate change

The Times (London)
January 20, 2019 Sunday

Section: News

Length: 1071 words

By: Justine McCarthy

The taoiseach had declared war on Kilgarvan and claimed its spoils for his own constituents such was the fury of the Kerry village's TD brothers, Danny and Michael Healy-Rae, when Leo Varadkar said he has been eating less meat for the good of his health and the environment. The taoiseach is not the first influential Irish convert to the meat-avoidance credo. Climate-justice campaigner Mary Robinson announced last year she was rationing her carnivorous consumption to an occasional plate of succulent west of Ireland lamb, but her declaration drew none of the bristling, macho scorn poured upon Varadkar.

"It's easy to know that fellas who are talking about stopping people eating meat never worked hard," harrumphed Danny, the Dail's denier-in-chief of climate change. While most agribusiness commentators denounced the taoiseach's admission as a threat to Irish farming, Danny regarded it as an attack on mountainy, muscle-rippling masculinity - a stereotype as outdated as codpieces and Carry On movies.

His outrage has provided an important insight: humankind is facing a life-saving Operation Transformation, both physically and psychologically. If Earth is to survive, we humans must amend more than our lifestyles - we must change our very understanding of ourselves. That means reassessing our ways, our values, our priorities, our material aspirations, how we measure our quality of life, and whom we uphold as our role models. Will Nigella Lawson exude the same allure salivating over a bowl of fermented brown algae? From the perspective of our age of celebrity chefs and electric-powered everything, the future is scary. But it is no idle scare-mongering.

The day after the Dail's Beefgate palaver, the EAT-Lancet commission published a report by 37 scientists in 16 countries stating that people across the world must cut consumption of red meat by 90% to avert a climate catastrophe and reverse the obesity epidemic. We also have to limit our intake of poultry meat, fish, milk, cheese and potatoes. The first expert report to conflate the human and planetary food crises, it said unhealthy diets posed a greater risk to mortality than "unsafe sex, alcohol, drug and tobacco use combined". If this planet is to feed 10bn people by 2050, we need a global agricultural revolution, the report said. In other words, our diet is killing us and our planet. "Opponents will warn of unintended consequences or argue that the case for action is premature or should be left to existing dynamics," the report says. "This commission disagrees."

The backlash was predictable. It was also understandable, especially from Ireland's (EURO)12bn food and drink industry, despite the inherent self-defeatism of the argument that we should continue eating produce that is contributing to our destruction to show solidarity with the producers who are, ultimately, also doomed. Some of the loudest critics shrieked about nanny state meddling and claimed that the scenario set out in the report was "ludicrous". Surely it is more ludicrous that people nod sagely when Elon Musk, the SpaceX founder, announces there will be one million Earthlings residing on Mars before this century is out, having fled Doomsday here, but laugh contemptuously when asked to change their diets to save this planet? Just because there might be a planet B is no excuse for destroying this one.

Varadkar has been accused of being flippant but flippancy is largely the preserve of the refuseniks. When the future is intimidating, trivialising it offers a little light relief. It was reported last week that, just hours after his meat remark, the taoiseach devoured a "very nice Hereford steak" in an "upmarket" restaurant; as if that were either here or there. What Varadkar ate that night did not undermine his declaration that he is eating less meat, no more than a night in bed with only his hot water bottle would have discredited Giacomo Casanova's reputation as the world's greatest lover.

Varadkar and his government have been utterly cowardly in combating climate change up to now. Last week, we saw why. When hellfire and brimstone are unleashed on a politician for merely stating he is chowing down on less meat, what is the likelihood the government will have the gumption to introduce carbon tax increases or, heaven forbid, a sugar tax, a motorists' pollution tax, a trans-fat tax or a meat tax?

Last week's response evoked memories of the end-of-civilisation predictions that greeted Micheál Martin's introduction of the smoking ban in 2004. We were told it would be the ruination of Irish cultural life, which purportedly revolved around smoke-filled pubs. Yet we adjusted, quicker than even optimists anticipated, and the ban was credited with saving 4,000 lives in the first decade of operation.

It was the same story when the levy on plastic bags was enforced to tackle what accounted for 5% of Ireland's litter. Objectors warned shoppers would be so impoverished from buying bags that they wouldn't be able to afford the groceries to put in them. Instead, plastic bags largely disappeared from the streets and ditches, and (EURO)110m was collected for the state's environment fund in the first five years of the tax.

Varadkar has said action on climate change is the government's "next big progressive cause". As usual, the government is playing catch-up with the people, who are increasingly eschewing unsustainable lifestyle habits. This is underscored by the decision by Friends of the Irish Environment to go to the High Court on Tuesday seeking an order to compel the government to take urgent action.

Politicians need to make difficult decisions now. Not all of them are confined to exchequer considerations. A cost-efficient example could be set by serving healthy and sustainable food at state receptions in Dublin Castle, Aras an Uachtarain and Farmleigh. In Leinster House's self-service restaurant, politicians make a daily beeline for the array of salads, fruit and fresh vegetables and then go up to the chamber and scream blue murder about protecting established agricultural methods.

It has been reported that the cabinet is considering a carbon tax that would be reimbursed indirectly, possibly via tax credits. As disincentives go, this is downright daft. Far better to channel that tax revenue into helping citizens negotiate the maze of ever more puzzling food information becoming available. As the EAT-Lancet commission's report says: "Food will be a defining issue of the 21st century." How it will define the century depends on the choices we make now, individually and collectively. A brave new world can be created only by brave present generations.

What's the beef about eating less red meat?

The Times (London)

February 4, 2019 Monday

Section: -

Length: 634 words

By: Melanie Reid

Whither steakhouses, I wonder. What will happen to the fleshy temples, where the plates runs pink with blood, once vegetables hold sway? We met friends this weekend in a restaurant famous for its great Scotch beef. In a funny way it was a culinary test, a barometer of how woke my taste was. We have certainly been eating less meat for a while and it has been a long time since I cooked a steak or chose one from a menu.

It felt curiously retro and almost indecent, being faced with a slab of charred sirloin, black on the outside, red inside, lording over the whole plate. A bit Seventies porno. The veg were comically dated, a subservient cliché of French beans, broccoli and carrot on a kidney-shaped dish snuggling up to the daddy plate.

I thought wistfully of modern vegetable recipes, their amazing flair and colour and texture. I thought about a recent guide to food ratios, where 80 per cent of the plate was veg and the portion of meat was half the size of your palm.

I recalled the new health diet from the Eat-Lancet Commission, devised by 37 scientists to save us and the globe simultaneously, presently featured on the BBC website. It contains 77 per cent less red meat and 15 times more seeds and nuts. Dairy is a glass of milk a day; you get one and a bit eggs a week; and bread, pasta and rice should be brown. A confession: it appeals.

And I managed only a third of the beef before I resorted to a doggy bag. However you spin it, food is becoming feminised and vast steaks feel like something from history.

Gone bananas Anyone who doubts that we are in a radically changed world, in terms of food and society, need only note that this is an age when a princess writes supportive messages on bananas to put in packed lunches for sex workers. Banana messaging: it's the future.

Silly games So brutal has rugby become that at the start of the Six Nations I found myself doing what I usually do before the Grand National: wishing them all home safe in one piece, uninterested who wins. After a year in which four French players died and every team carries a shameful list of injured players, young men with dreams and bodies permanently dashed, it's time action was taken by World Rugby. It's a wonderful game but there's no sport in seeing lives destroyed by collisions with equivalent speed and force to a car crash.

Standing stones We had a visitor from London. After he left he sidetracked to climb a hill, grabbing memories of wild Scotland to take back into the maw of city life. It was a hill I told him had always been on my to-do list, now downgraded to never-done.

Later he sent me a snap of a tiny stone-stack he had built on the top for me: four stones to symbolise absent presence.

A rock poem. I was moved. But other people would be horrified. Stone stacking, which has a keen online following, organised competitions and recognition as an art form, is regarded by purists as pollution. It takes away the wildness, defies the "leave no trace" rule, might even confuse the purpose of cairns to show safe routes, they say.

Elitist nonsense, I say. How deep is your snow? Grade inflation, endemic at university, where 25 per cent of students get a first, has spread to snow. It's down to metric measurements and general hysteria. Twelve centimetres deadly; four inches, less so.

The first prize awaits the motorist stuck on Bodmin Moor who cried: "The only way to describe it is Armageddon."

I wonder what the drivers of the snow ploughs on the Cockbridge-Tomintoul road would say.

Planting good habits in your diet

The Independent (United Kingdom)

February 5, 2019, Tuesday

Section: Health

Length: 375 words

By: Sophie Medlin

Many people will have had their fill of cheese, chocolate and meat over Christmas and have felt much more energised after going vegan in January (an event known as "Veganuary"). This invigorating feeling

is largely due to the increase in fruit, vegetables, nuts and pulses as opposed to the cutting out of meat and dairy, but it's still a big win.

One of the main benefits of a more plant-based diet is the increase in fibre. Fibre has been in the press recently after a review in *The Lancet* reported that getting more than 25g of fibre per day significantly reduces the risk of heart attacks, strokes and type 2 diabetes.

A 2015 study of different dietary patterns showed that vegans had an average daily fibre intake of 41g, compared with vegetarians, flexitarians and pescatarians at 34g. Omnivores get a mere 27g of fibre a day, on average. So while going vegan for good may seem a bit steep, keeping up some habits adopted in Veganuary is likely to be of great benefit to your long-term health.

The latest publication from the EAT-Lancet Commission suggests that the best diet for your health and for the planet includes around 45g of meat per day (or one small portion on alternate days) and 28g of fish per day, which is about the amount you might have in a sandwich. They also recommend 250g of dairy per day, which could be a glass of milk.

This diet has come under fire for being nutritionally inadequate, but most experts agree that reducing meat consumption to one portion per day and having more plants instead protects your health.

So, if you've been managing on a vegan diet but just can't wait for your first bacon sandwich, remember that there are no rules to following a plant-based diet. While having meat or fish a few times per week might not make you a vegan, you are still benefiting from being more of a planty person.

If you do choose to stay on a completely vegan diet, make sure you are supplementing your diet with B12, calcium, algae and iron, or make sure you are having plenty of fortified foods. And please remember to only take dietary advice from regulated healthcare professionals.

GOING VEGAN SENT ME OFF MY TROLLEY!

Daily Mail (London)
February 23, 2019 Saturday

Section: -

Length: 2215 words

By: Sarah Vine

Veganism: it's one of the triumphal movements of our time. Everywhere you go, shiny, happy vegans proclaim the ethical and physical benefits of embracing a plant-based' lifestyle.

Our supermarkets are full of meat-free delicacies, from jackfruit pizzas to chilli non-carne', the market for non-dairy milks has exploded and celebrities from Bill Clinton to Benedict Cumberbatch are on-side.

Go to the Vegan Society website and you can fill up on pro-vegan statistics, from the numbers of enthusiastic newbies who signed up to 'Veganuary' to why milk is bad news for cows.

Last month, the stakes were raised even higher following a report commissioned and published by *The Lancet*, the august journal of the British medical establishment.

Devised by a consortium of 37 international scientists, the 'Planetary Health Diet' put forward a radical plan to cut meat consumption by more than half globally in an effort to slow climate change and increase general health.

A plant-based diet, the authors concluded, was not only far healthier for humans, but may also turn out to be the planet's salvation.

On the surface, then, this fashion for veganism may not seem a bad thing. We all eat too many saturated fats, and reducing the amount of meat and dairy in our diets is good, especially if it leads to a reduction in intensive farming practices in the long-term.

But animal produce in moderation is not what's on the menu here. Veganism accepts nothing less than a complete rejection of all animal-derived foodstuffs. So even things that don't require the slaughter of the animal such as eggs, yoghurt and cheese are off the menu purely on the basis that they are exploitative. You can't have honey because that's stealing from the bees.

Mad as this may sound, the fact remains that, since 2016, the number of people following a vegan lifestyle has risen from around half a million in the UK to a whopping 3.5 million.

According to the Vegan Society, going vegan' was the biggest food trend for 2018. And so it was that in the interests of research, a month ago, I decided to see what the fuss was all about, and become a vegan myself.

My aim was not only to experience veganism first hand, but also to see whether the much-vaunted benefits weight loss, improved energy, better sleep, brighter skin were real.

Also, I suffer from hereditary high cholesterol, and am contemplating starting statins to reduce it. Perhaps a vegan diet would help lower my levels? And, I figured, how hard could it be? These days, the supermarkets are well-stocked with vegan options and even Greggs now offers a vegan sausage roll.

First, I had to consult a nutritionist. I met Jackie McCusker, a nutritional therapist who specialises in hormonal health (I suffer from an underactive thyroid, which causes all sorts of pesky health problems, from hair loss to weight gain).

I explained my plan to her, and we went through my health history and details of my recent weight loss of 3st.

She could see no reason why veganism wouldn't work for me although she did sound a few cautionary notes.

In particular, she explained that it is important to remember that only animal proteins (meat, fish, eggs, dairy) contain all nine amino acids that our bodies require to function correctly. With the exception of soy, plant-based proteins may lack one or two (usually lysine and methionine).

Therefore, she stressed, I had to be mindful of eating a wide variety of plant-based proteins (eg, soy, legumes, nuts, seeds, cereals) and high-protein cereals, including quinoa and oats.

Armed with these facts, I stocked up on all the necessities and broke the news to my family. My children who, at 14 and 15, I'd thought might be quite sympathetic to my project, were horrified. Does this mean I can't have sausages?' asked my son, eyeing my box of silken tofu with a look of genuine alarm.

Have you actually gone senile?' was the response of my daughter, someone who considers Nando's practically her second home.

Actually, as I quickly discovered, going vegan does not mean sacrificing taste or variety. Quite the opposite, in fact.

I found myself using an array of new ingredients from chickpeas to beetroot that previously wouldn't have crossed my radar in pursuit of bulk and flavour. My blender, rarely deployed save for the occasional smoothie, was pressed into daily service, whizzing up herbs and pulses and the ubiquitous avocado.

I discovered a few excellent sources of ideas, in particular quick and easy recipes from the boys from Bosh!, aka Ian Theasby and Henry Firth, which were a lot of fun to make. Vegan cooking is a publishing phenomenon, with everyone from household names (Jamie Oliver, Hugh Fearnley-Whittingstall) to newer arrivals getting in on the act. I predominately ate home-made meals using my slow cooker (which is very handy for adding flavour), munching down lots of sweet potatoes, chickpeas, herbs and spices along with tofu, chia seeds and nuts. I didn't really bother with meat substitutes. I also tried substitutes such as vegan spread, vegan cheese (weirdly addictive), nut butters, oat milk and oat creme fraiche. Rococo do a fantastic range of vegan chocolate (vital).

I ate more fruit than I normally do I try to avoid too much because of the sugars, but on a vegan diet you need bananas, apples and dates.

Out and about, Pret a Manger's vegan offerings are very good, especially their vegan sandwich and tomato soup.

Vegan Magnums coconut-based were a big hit; in fact, there are lots of ice-cream options out there for vegans. As for alcohol, some wines use animal products in the filtering process (God knows why). But otherwise wine is essentially vegan good news.

The degree to which veganism has spawned an entire, thriving food industry of its own from evangelical Instagrammers to dear old M&S, whose range of vegan ready-meals is every bit as enticing and indulgent as their other food, is truly astonishing.

When even McDonald's starts offering a vegan option (a red pesto goujon wrap, since you ask), you just know that the moneymen are salivating.

And where there is money, there are vested interests. I can't help feeling that this drive towards veganism is as much about financial opportunity as it is about principle and saving the planet. Especially since, having tried it, I can attest that it is by no means suited to everyone.

Evangelical vegans will tell you that following a purely plant-based' diet is not only morally commendable, it's also much better for your health. But if my experience is anything to go by, the opposite is true.

I felt absolutely fine for the first few days. I didn't miss meat at all, certainly not in terms of taste or flavour. The only thing I really felt an absence of was eggs. Since I embarked on my mammoth weight-loss project, eggs have become a dietary staple for me: nothing fills me up as well or gives me quite as much long-lasting energy as an egg.

I also found I had to eat larger portions to feel full and I felt hungry again after a shorter period of time. But even that didn't bother me, since what I was eating was so wholesome.

No, the real issue became apparent after the third or fourth day. Not to put too fine a point on it: wind.

My stomach was, quite literally, in ferment. All those legumes and pulses and generalised vegetable matter appeared to have turned into a giant internal compost heap. It wasn't too bad in the mornings; but by early afternoon I was like a cow who had overdosed on clover.

At first, I palmed the outcome off on our three dogs. But after a while the problem became so severe that even they could not be expected to account for the frequency and potency of aromas emerging from my lower digestive tract.

One of the key arguments of vegans against livestock farming is the harm animals cause to the planet through the amount of methane they produce; if my experience was anything to go by, a vegan human is capable of producing just as much, if not more. I was a one-woman global warming hazard.

My children, of course, thought it was hilarious. But from my point of view, it was not only unpleasant and occasionally embarrassing, it was also incredibly uncomfortable. I felt bloated, soggy and sluggish, and began to dread meal times.

Following the advice of the nutritionist, I took to soaking nuts, oats and seeds overnight. But it made no difference. If anything, the problem began to get worse. The more healthy vegan food I put into my body, the worse my stomach problems became.

As for the much-vaunted vegan glow', no sign. Instead, my skin felt dry and dehydrated, and there was a distinctly greyish tinge to my complexion. But still, I persisted.

I told myself this was just me detoxing, and that after a week or two the problems would clear up and I would be well on my way to the sunny uplands of a plant-based existence.

But no. If anything, things got worse. Somewhere around the middle of week three, my digestive turmoil still not having abated, I began to feel distinctly fuzzy in the head. I was tired and irritable, and struggling to concentrate.

My mood was low, too and I also became incredibly sleepy. I began to feel ready for bed around 8pm and more than once was found by my bewildered offspring tucked up and fast asleep by 9.

It reminded me of how I used to feel before my underactive thyroid was diagnosed and medicated: utterly shattered.

I went to stay with some friends for the weekend and apart from putting them to a whole lot of trouble with my dietary requirements (one of the big downsides of being a vegan is that unless you happen to be a self-entitled millennial, it's painfully embarrassing having to impose your choices on hosts) I was appalling company. I just didn't have any energy or stamina.

I rang my nutritionist, explained my symptoms and asked if she had any idea what I was doing wrong.

I wondered in particular whether there was some correlation between my hypothyroidism and the new diet whether it was just me, in other words. It turns out there is no documented contra-indication between hypothyroidism and veganism indeed, one study from 2013 concluded that a vegan diet tended to be associated with a lower risk of hypothyroid disease'.

The most likely explanation was poor nutrient absorption. Because I was obviously struggling to digest my food, it was likely I was suffering from a vitamin B12 deficiency. This crucial nutrient (key for red blood cell production) is not present in plant foods and so all vegans are at risk.

Vitamin B12 deficiency is very serious and can lead to neurological damage (nerve damage can be permanent in chronic cases of B12 deficiency).

Other symptoms associated with low vitamin B12 include fatigue, weakness, depression, poor memory, constipation, numbness and tingling in the hands and feet. All symptoms I was experiencing.

The final straw came when, after four weeks of what I'd intended to be a 12-week experiment, I came down with the worst flu I've had in years. I simply could not move for the best part of a week. When I re-surfaced, it was with only one thought in mind: chicken soup.

That was a fortnight ago. I am now eating normally again meat, fish, eggs, dairy, vegetables, minimal carbohydrates and I feel . . . well, normal. My digestion has almost recovered, my mood has lifted and I can think in more or less a straight line again.

I don't doubt that for some people veganism is a wonderful and fulfilling way of life. But the idea widely promoted by its proponents that veganism is something we can all embrace is, I'm afraid, at best baloney, at worst downright dangerous.

It is simply not true that everyone will thrive on a vegan diet. If you are menopausal, prone to depression, gluten intolerant, pregnant or have underlying medical issues, you should be mindful of the potential for self-harm.

This is why I find it worrying that so many young girls, encouraged by internet influencers' and attracted by the potential for weight-loss, are embracing veganism.

Some may be absolutely fine but others could be depriving themselves not only of iron, zinc and B12, but also vital elements such as omega 3 essential fatty acids (vital for hormone function, mood, skin and hair as well as being anti-inflammatory) at a crucial time in their lives.

However convincing the moral arguments for veganism, the fact remains that human beings are designed to be omnivores. We need both animal protein and vegetable matter to survive and thrive.

You can argue the rights and wrongs of meat production and consumption till the proverbial cows come home; the one thing not even the most evangelical vegan can change is simple biology.

By all means let's respect the planet and do our best to ensure proper animal husbandry. But let's not pretend that veganism is anything other than what it's always been: an extreme food fad that really doesn't work for everyone.

Veggie disc anyone? EU to rule burgers must be meaty

The Independent (United Kingdom)

April 5, 2019 Friday

Section: News

Length: 528 words

By: Jon Stone

Veggie burgers could be rebranded "veggie discs" and vegetarian sausages turned into "veggie tubes" under new EU rules proposed in Brussels.

The latest round of food labelling regulations approved by the EU parliament's agriculture committee this week would ban the use of terms such as "burger", "sausage", "escalope" and "steak" for products that do not contain meat.

Some MEPs believe the plan bears the fingerprints of Europe's powerful meat lobby, keen to protect its profits and crush a trend towards veganism and vegetarianism among young people.

"It's obviously an attempt to attack vegetarian meat substitutes. For me, it's number one a sign that the meat lobby is worried about a rapid change in diets, especially among young people - a lot of which is about their response to climate change," Green MEP Molly Scott Cato told The Independent. "The meat industry is feeling the pressure of people shifting to what is basically cheaper and healthier food - namely a plant-based diet."

Meat-loving French MEPs slipped the blandly named "compromise amendment 41" into proposals to reform the EU's common agricultural policy at the last minute. They say the meat lobby is not involved and that the plan is simply "common sense".

The regulations' backers point to a precedent set in 2017 after the European Court of Justice ruled that soya milk could not be described as "milk" because it does not contain any dairy. The plant-based alternative to the white stuff is now known as "soya drink".

The plan, which was supported by 29 votes in favour to seven against and one abstention on the Agri committee, will be voted on by all the parliament's MEPs after the European elections. Several sources at the parliament told The Independent they judged that the proposal had a reasonable chance of going through, given its support at committee stage and among major groups in the parliament.

A coalition of environmentalist NGOs has set themselves against the regulations. Greenpeace EU agriculture policy director Marco Contiero said: "This ridiculous proposal shows the lengths the EU parliament's agriculture committee will go to promote factory farming of meat and dairy, whether at the expense of the environment, rural communities or, in this case, plain common sense. This is nothing more than a cynical attempt to undermine an emerging market in meat and dairy alternatives which greatly benefits farmers, consumers and the planet."

If the regulations make it into law Ms Scott Cato said veggies and people trying to eat less meat would have to be creative about what they called foods. "It is going to be a bit repulsive if you have to eat something called 'vegetable protein tube'," she said. "Instead of calling it a vegetable disc or whatever they suggest, we could just call it a 'vurger'?"

Figures from UK supermarkets suggest that around one in three British people have stopped or reduced their meat consumption in recent years, particularly among younger demographics.

Research by the Vegan Society suggests that the number of vegans quadrupled between 2014 and last year, now representing about 1.2 per cent of the population. The Vegetarian Society estimates that a further 2 per cent of the population is vegetarian.

KRANTENARTIKELN ZUID-AFRIKA

This is the diet that'll save the Earth from over population, say experts

Sunday Times (South Africa)
January 17, 2019 Sunday

Section: News

Length: 577 words

By: -

Dozens of experts are urging the world to adopt this daily meal plan in order to sustain a global population of 10 billion by 2050

Experts say that pulses (such as lentils and beans) should be an integral part of the worlds' diet by 2050.

Coming to dining tables everywhere by 2050: porridge for breakfast, rice for lunch, a dinner of lentils and vegetables, and a single hamburger every few weeks, as a treat.

Here is a rundown of the daily meal plan that dozens of health and environment experts are urging the world to adopt in order to sustain a global population of 10 billion by mid-century, while reining in climate change and preventing millions of premature deaths each year.

MEAT IS (ALMOST) OUT

The team behind a landmark food study published Thursday in *The Lancet* say intake of some foods such as meat and sugar needs to fall by half by 2050 to reduce the global burden posed by the three billion people on Earth who are either over- or under-fed.

While richer nations must drastically slash their meat consumption, regions such as South Asia currently experience a dearth of kilojoules and protein from a lack of red meat.

Livestock farming is catastrophic for the environment, producing up to 18% of global greenhouse gases and contributing to deforestation and water shortages.

Under the new regimen, adults would be limited to 14g of red meat a day — equivalent to half a rasher of bacon — and get no more than 126kJ from it.

It's estimated that there will be 10 billion people in the world by 2050. This is the proposed diet that'll enable humans to live sustainably.

A burger patty weighing around 113g contains roughly 1,883kJ calories and North Americans alone consume more than six times the current daily recommended red meat intake of between 50-70g.

The diet recommends no more than 29g of daily poultry — around one and a half chicken nuggets — and 13g of eggs, or just 1.5 a week.

FRUIT AND VEG

The team said consumption of fruits, vegetables, and legumes such as chickpeas and lentils must increase more than two fold, particularly in poorer nations where more than 800 million people get insufficient kilojoules.

More wholegrain foods such as barley and brown rice are needed, but starchy vegetables like potatoes and cassava are limited to 50g a day.

The authors of the report noted that the ideal diet would vary from region to region, stressing that their menu was designed to show how everyone could get around 10,460kJ daily, keep healthy and aid the planet.

"Eating less red meat — which is mostly a challenge in changing human behaviour — is crucial," said Johan Rockstrom, director of the Potsdam Institute for Climate Change Impact Research and one of the authors.

"But something equally dramatic that is less talked about is the reduction in conventional cereal and tubers, and the transition to nuts, fruits, vegetables and beans as a principal source of nutrition."

GOOD NEWS FOR NUT LOVERS

The authors estimate their diet would improve intakes of most vital nutrients while slashing consumption of unhealthy saturated fats.

Healthy sources of fat such as nuts and seeds receive a boost: You could eat up to 75g a day of peanuts, but would need to cut back on other unsaturated fats such as oily fish on those days.

Ultimately the new diet could globally prevent up to 11.6 million premature deaths per year, according to its creators.

How to feed and save the planet; A 'flexitarian' approach to eating and sustainable agriculture are key

The Star (South Africa)
January 21, 2019 Monday

Section: News

Length: 977 words

By: -

If we're serious about feeding the world's growing population healthy food, and not ruining the planet, we need to get used to a new style of eating. This includes cutting our Western meat and sugar intakes by 50%, and doubling the amount of nuts, fruits, vegetables and legumes we consume.

These are the findings of the EAT-Lancet Commission, released last week. The commission brought together 37 leading experts in nutrition, agriculture, ecology, political sciences and environmental sustainability, from 16 countries.

Over two years, we mapped the links between food, health and the environment and formulated global targets for healthy diets and sustainable food production. This includes five specific strategies to achieve them through global cooperation.

We produce, ship, eat and waste food in a way that is a lose-lose for people and planet - but we can flip this.

Almost 1 billion people lack sufficient food, yet more than 2 billion suffer from obesity and food-related diseases such as diabetes and heart disease. The foods causing these health epidemics - combined with the way we produce our food - are pushing our planet to the brink.

One-third of the greenhouse gas emissions that drive climate change come from food production. Our global food system leads to extensive deforestation and species extinction, while depleting our oceans and fresh water resources.

To make matters worse, we lose or throw away a third of all food produced - enough to feed the world's hungry four times over, every year.

At the same time, our food systems are at risk due to environmental degradation and climate change. These food systems are essential to providing the diverse, high-quality foods we all consume every day.

To improve the health of people and the planet, we've developed a "planetary health diet" which is globally applicable - irrespective of your geographic, economic or cultural background - and locally adaptable.

The diet is a "flexitarian" approach to eating. It's largely composed of vegetables and fruits, whole grains, legumes, nuts and unsaturated oils.

It includes high-quality meat, dairy and sugar, but in quantities far lower than are consumed in many wealthier societies.

The planetary health diet consists of:

Vegetables and fruit (550g a day).

Whole grains (230g a day).

Dairy products such as milk and cheese (250g a day).

Protein sourced from plants, such as lentils, peas, nuts and soy foods (100g a day).

Small quantities of fish (28g a day), chicken (25g a day) and red meat (14g a day).

Eggs (1.5 a week).

Small quantities of fats (50g a day) and sugar (30g a day).

Some populations don't get nearly enough animal-source foods necessary for growth, cognitive development and optimal nutrition. Food systems in these regions need to improve access to healthy, high-quality diets for all.

The shift is radical but achievable - without any expansion in land use for agriculture. Such a shift will also see us reduce the amount of water used during production, while reducing nitrogen and phosphorous usage and run-off. This is critical to safeguarding land and ocean resources.

By 2040, our food systems should begin soaking up greenhouse emissions, rather than being a net emitter.

Carbon dioxide emissions must be down to zero, while methane and nitrous oxide emissions must be kept in close check.

The commission outlines five strategies for a food transformation:

1. Make healthy diets the new normal - leaving no one behind. Shift the world to healthy, tasty and sustainable diets by investing in better public health information and implementing supportive policies.

Start with kids - much can happen by changing school meals to form healthy and sustainable habits early.

Unhealthy food outlets and their marketing must be restricted. Informal markets and street vendors should be encouraged to sell healthier food.

2. Grow what's best for both people and planet. Realign food system priorities for people and planet so agriculture becomes a leading contributor to sustainable development rather than the largest driver of environmental change. Examples include:

Incorporating organic farm waste into soils.

Investing more in agroforestry, where trees or shrubs are grown around or among crops or pastureland to increase biodiversity and reduce erosion.

Producing a more diverse range of foods in circular farming systems that protect and enhance biodiversity, rather than farming single crops or livestock.

The measure of success in this area is that agriculture one day becomes a carbon sink, absorbing carbon dioxide from the atmosphere.

3. Produce more of the right food, from less. Move away from producing "more" food towards producing "better food".

This means using sustainable "agroecological" practices and emerging technologies, such as applying micro doses of fertiliser via GPS-guided tractors, or improving drip irrigation and using drought-resistant food sources to get more "crop per drop" of water.

In animal production, reformulating feed to make it more nutritious would allow us to reduce the amount of grain and, therefore, land needed for food. Feed additives such as algae are also being developed. Tests show these can reduce methane emissions by up to 30%.

We also need to redirect subsidies and other incentives to currently under-produced crops that underpin healthy diets - fruits, vegetables and nuts - rather than crops whose overconsumption drives poor health.

4. Safeguard our land and oceans. There is essentially no additional land to spare for further agricultural expansion. Degraded land must be restored or reforested. Specific strategies for curbing biodiversity loss include keeping half of the current global land area for nature, while sharing space on cultivated lands.

The same applies for our oceans. We need to protect the marine ecosystems fisheries depend on. Fish stocks must be kept at sustainable levels.

5. Radically reduce food waste. We need to more than halve food losses and waste. Poor harvest scheduling, careless handling of produce and inadequate cooling and storage are some of the reasons food is lost. Similarly, consumers must start throwing less food away.

Change way we live in SA cities; Rethinking diet and transport alone will make big difference

The Star (South Africa)
January 26, 2019 Saturday

Section: News

Length: 734 words

By: -

Prioritise public transport, move to plant-based diets, buy green and sustainable products and plant indigenous species. These are some of the changes city dwellers need to make in the global fight against climate change, says Dr Debra Roberts, the head of the sustainable and resilient cities initiatives unit in eThekweni Municipality.

"We all need to change the way we live in cities," says Roberts, the co-chairperson of Working Group 11 (WG11) of the Intergovernmental Panel on Climate Change (IPCC), which met for the first lead author meeting this week in Durban.

"We can do this by changing the way we move through the city (prioritising public transport); by changing our diets (moving to a plant-based diet); by changing what we purchase and consume (buying green and sustainable products) and by protecting nature in the city (planting indigenous species)."

Most of the world's population now lives in cities and urban areas were identified in the IPCC's Special Report on 1.5 Degrees of Global Warming in October as one of the four global transitions required to limit global warming to 1.5C.

The big opportunity in cities, says Roberts, lies in the nearly \$90trillion (R1.2zillion) in new investment that will be required in urban infrastructure by 2030.

"This infrastructure has to be low carbon and climate resilient if we are to bend the climate curve globally... Ultimately, we will all have to adapt to climate change where we live and work. The challenges and opportunities of doing that are different in the different regions of the world.

"Africa is one of the most vulnerable continents to climate change, and at the same time still has the opportunity to develop its rapidly growing cities in a way that is climate resilient and low carbon."

The continent, she says, need not repeat the developmental mistakes of the global North, "but to do that we need the insights of African scientists who understand the people, places and ecosystem of the continent".

The IPCC's Summary for Urban Policy Makers, released in December, warns how the impacts and solutions to climate change will be experienced by the entire world in the next decades, with upwards of 70% of the global population living in cities and urban areas.

"Unchecked, climate change will subject global and local ecosystems to increasing levels of risk, threatening to undo much of the economic and social progress, albeit uneven, since the end of World War II and the formation of the UN. Many of these risks will coalesce in cities and urban areas.

"Cities are key implementers of policy steps to meet this challenge and exhibit the necessary political leadership to do so. Urban systems have the power to amplify or reduce the impacts associated with 1.5C of warming or any breaching of that threshold.

"Successful city-level climate action strategies are at work today, and they are being advanced regionally and internationally through city networks.

"Some cities are within regions that have already exceeded 1.5C and have been forced to adapt, affording them experiences that can be shared with, adapted for, or replicated in other cities," stated the report.

Limiting warming to 1.5C will require rapid and far-reaching systems transitions in energy and industry, land use and ecosystems, urban and infrastructure, linked to the implementation of the Sustainable Development Goals.

"Cities offer many of the most readily-available, feasible, and cost-effective options for these transitions," it stated.

At the Durban meeting this week, more than 250 authors from over 60 countries began work on a report outlining the latest scientific thinking on the impacts, adaptation and vulnerability to climate change for policy makers and practitioners. This will be the main contribution of Working Group II to the Sixth Assessment cycle and is due for completion in 2021.

"For us living in the developing world, where climate change vulnerability is relatively high and adaptive capacity is relatively low, the findings from WGII will be of the utmost importance," says Dr Tsakani Ngomane, deputy director-general of the Department of Environmental Affairs. "Rapid urbanisation is expected in Africa over the next few decades and into the 21st century, and how this growth can be sustained under climate change is a critical question.

"Important issues here are impacts on human health and mortality in cities as a consequence of more frequent heat-waves and stronger urban heat islands, and how to ensure the water security of cities within the context of a changing climate."

A growing movement

Sunday Times (South Africa)

January 27, 2019 Sunday

Section: Lifestyle

Length: 1011 words

By: Claire Keeton

Veganism, and its commitment to a plant-based diet that avoids animal products, is catching on.

A growing movement

Kind Kitchen chef Jason McNamara went from making vegan meals for Uber Eats at home to opening a restaurant last year because of popular demand for his food. The tattooed chef attracts vegans and meat-eaters alike to his crowdfunded joint in Woodstock, Cape Town.

The rise of veganism - whose followers eschew all animal products because of concerns about animal cruelty, health and the environment - is a global phenomenon.

Hollywood and pop stars, sport icons and world leaders are among those who have embraced it. Venus and Serena Williams, Brad Pitt, Bill Clinton, Madonna, Miley Cyrus and Jennifer Lopez lead the celebrity pack, according to the magazine Glamour, which declared in its January edition that "at the moment veganism couldn't be hotter".

Support for veganism has rocketed in the past five years, particularly as younger generations flock to join the movement.

It is not a diet, it's a lifestyle, vegans say: a lens through which they view the world and act.

"I wanted a kinder way to enjoy the foods we are used to, with friends and family," said McNamara, rolling out sourdough on a counter. "Most of us grew up eating meat but I stopped because of the cruelty to animals."

Authentic

Customer Dani le Roy, owner of the nearby décor studio Moonbasket, said: "I eat here almost every day because the food is so good and authentic. There are a few of us who are addicted."

On Friday nights its vegan burgers sell out within hours, despite costing R130 each. McNamara, who studied at the Natural Epicurean in Austin, Texas, is the first person to bring the plant-based meat substitute Beyond Meat into SA.

The mushroom burgers at Cape Town's first fully vegan restaurant, Plant, which opened five years ago, are also a hit.

Burger patties, "cheeses" and other choices on the normal-looking menu are created from ingredients such as nuts and vegetables.

Plant owner Pierre Lambret said: "We use a lot of raw vegetables in season and no processed food."

McDonald's first meat-and-dairy-free Happy Meal will never match Plant's quality, but the fact that it is on the menu shows that even the fast-food industry is tapping into this shifting zeitgeist.

Plant has branched out since Lambret took over in 2016, responding to increasing demand by extending its hours for people to have cocktails, romantic dinners and vegan-friendly wines.

Hipster-ish Cape Town appears to be at the cutting edge of veganism, with about 10 plant-based restaurants, but Joburg also has a range of vegan eateries.

The online service The Happy Cow lists options in other cities and many restaurants now have vegan dishes.

VEGANISM DOESN'T HAVE TO BE ELITIST

Eating out at vegan restaurants can cost more but this type of nutrition doesn't have to be elitist. After all, fruit and vegetables are VAT zero-rated.

But vegan doctor June Fabian pointed out that fresh vegetables were scarce on a self-supported mountain biking trip from Howick to Hogsback in December.

"In many rural areas we cycled through, the spaza shops had no fresh foods, only maize popped corn full of salt, and fizzy drinks," she said.

Bende Mark, who was born in the Bloemfontein township of Rocklands and studied in Qwaqwa, said that being vegan was not that much of a transition from the vegetables and grain staples he ate while growing up.

"My mother was confused about what to prepare for me when I come home, but I told her that she already cooks vegan meals with vegetables," he said.

Animal brutality

Mark decided to become a vegan when his son was born. "I switched almost immediately, going cold turkey," he said, citing animal brutality and health reasons.

Mark, his pregnant wife and son are thriving on a vegan diet that does not exclude treats. For Christmas Day they baked a dense chocolate cake with almond milk.

The increased demand for vegan products has made them easier to find and brought down the price of common items.

For example, soya milk has dropped from about R40 to R23 a litre and a block of coconut cheese has roughly halved in cost, from R120/350g to R60, said McNamara.

Many vegans, such as Antoinette Maake, started out as vegetarians. "I was a vegetarian since I was four and I ditched dairy and animal by-products 12 years ago for compassionate reasons.

"When I started it was really hard to find vegan food but there has been a huge shift in the last three years. Now there is an abundance in Cape Town," said Reiki master Maake, who makes meat substitutes from gluten after leaving the corporate world.

She is the Overberg regional manager for ProVeg SA, an organisation striving for a vegan world. Its goal is to reduce the consumption of animals by 50% by 2040.

VEGANS CAN ENJOY A BRAAI

Communications manager Muriel Argent said: "We want to have a large braai in Cape Town on Heritage Day so people see you don't have to braai meat to have a good time."

"Regenerative farmer" Angus McIntosh - the first farmer in the world to receive carbon credits for his multi-species eco-friendly farming - applauds the spirit behind veganism but believes it will harm the environment.

Veganism promotes monocultures and depletes animal fertilisers in the soil, forcing producers to rely on harmful artificial fertilisers, in his view.

"Just because you don't like feedlots, that doesn't mean you have to get rid of all beef. It would be the same as not liking bagpipes and banning music," said McIntosh, who has an experimental farm near Stellenbosch.

This month, 37 scientists recommended that meat-eating must be dramatically cut and plant consumption increased for global health.

This "planetary health diet" would be able to feed 10-billion people and save 11-million lives a year, according to the EAT-Lancet Commission, a "science-based global platform for food system transformation".

"The support for veganism is accelerating," said Argent, "and it is starting to hit a tipping point."

Like a vegan, SA jumps off the meat wagon

Sunday Times (South Africa)

January 27, 2019 Sunday

Section: -

Length: 440 words

By: Nina Hodgson

Teenage London restaurant manager Abdul Muhaimen settled his first year university bill by cashing in on a rising trend: veganism. Working with his father, the owner of City spice restaurant and Michelin star chef Rupert Rowley, they created 14 vegan dishes paired with vegan wines. The result was a 170% increase in sales at their establishment on Brick Lane, a bustling east London street known for its curry houses.

“I realized, from an innovation sense, that there was no vegan Indian cuisine, so I thought this is a feasible concept,” said 10-year-old Muhaimen, a student at Birmingham University.

From restaurants in Cape Town and Los Angeles to London-based hair salons using vegan products and leather-free clothing shops, veganism is gaining steam.

Veganism and broader food issues have been on the agenda at this week’s World Economic Forum in Davos, an annual event that draws more than 1,000 political and business leaders to the Swiss mountain resort, with several panels dedicated to related topics. Founded five years ago, British-based charity Veganuary has rallied more than 225,000 people worldwide to follow plant-based diet and avoid dairy, eggs and honey – usually eaten by vegetarians – during the month of January.

“It’s no longer a counterculture movement. It’s a movement that has entered the mainstream,” said Richard Hardy, head of campaigns at Veganuary.

The demand for plant-based foods is increasing, with the global meat substitute market expected to reach 7.7 bn dollar (R103bn) by 2025, a jump of 83% from 4.1bn dollar in 2017, according to a study by Allied Market Research.

A report by US based Grand View Research said that global vegan cosmetics market is estimated at 12.9bn dollar.

According to the Veganuary website, the main reason people sign up to go vegan is animal welfare, followed by health benefits and environmental impact. For restaurants, it is a movement to capitalize on, according to Hardy. “If you’re not keeping up, you’re going to miss the boat,” he said. At Davos, the “A New Dialogue for food” panel focused on innovating for nutritious, sustainable food and alternative proteins, and the “Alternative Diet, Healthier Planet” session looked at meat consumption and its role in reducing carbon emissions.

Participants have also discussed the challenges surrounding the surging pressure on crop production to feed a global population expected to surpass nine billion by 2050.

In mid-January, researchers unveiled a proposed “planetary health diet”, the result of a three-year project commissioned by the Lancet health journal and involving 27 specialist from 16 countries. It recommends halving the global average consumption of foods such as red meat and sugar while doubling the consumption of nuts, fruits, vegetables and legumes.

How to eat to save the world

Mail & Guardian

February 15, 2019 Friday

Section: News

Length: 688 words

By: -

Highlight: The diet, which will also cut deaths caused by bad diets, will halve the consumption of sugar and meat.

There is not a country in the world that is not grappling with the serious health and environmental consequences of its citizens' diets. There has to be a better way to feed everyone well and sustainably.

As it stands, roughly 820-million people worldwide lack sufficient food, and many more — often in the same countries — consume unhealthy foods that can cause to obesity, heart disease, diabetes and other life-limiting conditions. The health risks of poor diets now outweigh the combined effects of alcohol, smoking, unsafe sex and drug abuse.

On the environmental front, global food production is the single largest source of human pressure on the planet's resources, using 40% of the world's land and 70% of its freshwater sources. It also contributes substantially to rising greenhouse-gas emissions, loss of biodiversity, the emergence of ocean dead zones and deforestation.

With the global population likely to reach 10-billion by 2050, the challenge of feeding the world in a healthy and sustainable way will only deepen. Meeting that challenge will require major, long-term systemic changes. A good place to start is the set of science-based guidelines recently released by the EAT-Lancet commission on healthy diets from Sustainable Food Systems, funded by Wellcome (with which both authors are affiliated).

In the proposed "win-win" diet, about one-third of calories would be acquired from whole grains and tubers; protein would come primarily from plant sources, though about 15g of red meat a day would also be included; and about 500g of fruits and vegetables would be consumed daily. On average, the diet would halve global consumption of red meat and sugar, and more than double the amount of fruit, vegetables, nuts and legumes consumed worldwide today.

Of course, given the diversity of food systems around the world, not to mention the role of culture and tradition in shaping diets, specific components would need to be adapted to local needs and tastes. But, if the entire world adopted a version of this diet, up to 11.6-million premature food-related deaths could be prevented every year.

The commission's report sets out clear strategies for making that happen, with international organisations and national governments taking the lead in ensuring that healthy, sustainable diets are available, attractive and affordable for all, especially since fresh produce can be costlier than processed food.

Implementing them will require, first and foremost, an overhaul of countries' agricultural sectors, to ensure that they are providing the diet's necessary components. Rather than basing decisions solely on production levels, farmers need to produce sufficiently diverse products and adopt sustainable practices. To that end, effective incentives will need to be created.

Moreover, in low-income countries, strengthening the infrastructure linking farming areas with urban centres would go a long way toward expanding access to fresh, healthy produce, and reduce waste associated with transportation. In fact, if one accounts for the entire supply chain, almost one-third of all food produced worldwide is being wasted. Given this, national waste-reduction programmes will have to complement higher investment in infrastructure.

Likewise, to ensure long-term global food security, more resources must be directed toward the development of more nutritious, higher-yielding and more resilient crops that can withstand temperature fluctuations, extreme weather and pests.

These seeds must be made available and affordable for farmers worldwide. In the meantime, farmers in arid regions need better access to existing drought-tolerant crops, such as the high-protein legume cowpeas, to protect soil and preserve moisture.

More generally, a sustainable diet requires the world to improve its stewardship of the planet. This means taking action not just to slow deforestation, but also to reforest degraded land, as well as to protect marine biodiversity and prevent the expansion of agricultural land.

The EAT-Lancet commission's report does not have all the answers. More work is needed, for example, to determine how best to transform food production in low-resource settings. But the evidence-based strategy the report advocates provides a useful framework for all stakeholders, including governments, producers and citizens, to co-operate in transforming unsustainable food systems and ensure a healthy diet for all.

New global diet forgets about the poor

The Star (South Africa)

February 28, 2019

Sectie: Food

Length: 868 words

By: -

The Planetary Diet suggests we need less livestock in the world because they damage the environment and produce health-threatening foods – like meat. With much of the world's population inadequately nourished and the environment under pressure by food production, a global transformation of the food system is urgently needed.

A team of 37 world-leading scientists from 16 countries have just released the world's first ever scientific eating plan. The “planetary health diet” is designed to be healthier for people and more environmentally friendly.

The team warns that the way we eat now threatens both our health and the long-term survival of the planet. They say the current food system dangerously overproduces greenhouse gases, misuses fertiliser, and causes large-scale food wastage and massive land degradation.

Their solution is to shift to a diet that transforms this damaging food system. This diet would sustainably feed up to 10 billion people by 2050 and avert about 11 million premature adult deaths a year due to cardiovascular disease and other non-communicable diseases.

The diet sounds like a silver bullet, but we have found it to be slightly problematic. It doesn't recognise the enormous differences across the world when it comes to food consumption and production systems.

It suggests we need less livestock in the world because they damage the environment and produce health-threatening foods – like meat. To most people in developed countries, livestock are the source of neatly packaged foods, readily available in the supermarket. To one billion people in developing countries, livestock are much, much more. They are a source of much-needed livelihoods, incomes, jobs, savings, and nutrition. In some environments, fruits and vegetables may be difficult to grow, and food security depends strongly on animal-source produce.

The report doesn't deny any of this: it's simply rather quiet on it. This could easily lend itself to misinterpretation and push the international development community, donors and governments to reduce

investments on increasing access and affordability of animal source foods in countries where positive contributions of these products remain essential for health and life.

A healthy diet?

The authors describe what they call a “universal healthy reference diet” as an alternative to standard current diets which they qualify as imbalanced as reliant on red meat and sugar.

Drawing on studies, mostly conducted in middle and upper income countries, they propose a diet that consists of vegetables, fruits, whole grains, legumes, nuts and unsaturated oils – a diet that’s not very different from the so-called Mediterranean diet.

It includes a low to moderate amount of seafood and poultry, but little to no red meat, added sugar, refined grains or starchy vegetables, and only a small amount of dairy.

Needs of poor

The report also claims that its recommendations are flexible enough to be tailored to the preferences and cultures of different populations, as well as to their specific livelihoods. But at no point do the authors explain how the world’s less well-off – who tend to subsist on poor quality starches and who have limited access to milk, meat, eggs, fish – could follow their recommendations.

Many rural households have limited access to markets and generally depend on rain-fed agriculture for their foods. These families consume most of their calories from staple crops such as maize or manioc, foods that lack the variety of nutrients necessary for health and well-being. Even if they produce other foods such as eggs, dairy, fish from aquaculture, or cash crops such as vegetables or fruits, they will likely sell these foods to support other needs like school fees or health care costs. And many people who live in urban areas in emerging and developing economies face similar difficulties affording a healthy diet.

Sub-Saharan Africa is mentioned a few times in the report. The report notes that because carbohydrate intake is high in many parts of the continent, the promotion of animal source foods, including livestock products, can improve dietary quality, micronutrient intake, nutrient status and overall health.

But the report doesn’t expand on these issues and many, in Africa and Asia, need to increase rather than decrease their consumption of animal source foods.

Divisive report

Another criticism is that much of the report focuses on adult diets, yet about one in four people in the world are children less than 15 years old. As they grow and develop they have very different nutritional needs to adults.

The report has a short section that touches on the importance of breastfeeding for infants and iron for adolescent girls and pregnant and lactating women but does not fully address nutrition in these populations or in other phases of childhood.

By touting diets low in meat or dairy, it could even be harmful as animal source foods are important and provide nutrients that support rapid growth and immune protection. School-age children, in particular, require zinc, iron, iodine, vitamin A, B12, among others from animal source foods for brain development and health.

The EAT-Lancet report has done an important job in bringing global attention to the question of how to sustainably feed the world’s growing population. But now it needs to take the next step and fully incorporate the perspectives of the poorer people in developing and emerging economies and of the vast emerging global middle classes.

We desperately need to change course

Mail & Guardian
March 8, 2019 Friday

Section: -

Length: 755 words

By: Joyce Msuya

Highlight: The ways in which we view, produce and use food, energy and waste have to change completely

ENVIRONMENT Everybody knows that a periodic medical checkup is good for your health. Once a year, everyone would do well to visit a doctor who can listen to your heart and lungs, measure your blood pressure, and ask how you've been feeling lately. These kinds of exams are critical because they can help to catch potential problems at an early stage, when there's still a chance to treat them effectively.

The same goes for our planet — whose health, I'm afraid to say, isn't as good as it used to be. The United Nations Environment's Sixth Global Environmental Outlook (GEO6), which we're publishing this week, is the most comprehensive assessment of the state of the world's environment. The report offers a detailed overview of the state of the planet, as well as a rigorous analysis of our prospects for a healthy future.

So what's the prognosis? Our planet is suffering. The climate is warming, species are going extinct, natural resources are being wasted and many of our ecosystems are under stress.

But there's good news too: we're making progress against hunger, we're seeing many positive examples of sustainable approaches to economic growth, and innovation is happening on a scale and at a pace that would have been unimaginable a generation ago.

GEO6 offers more than just a health check. It also provides a comprehensive treatment plan, a set of actions that can put us firmly on the path to a sustainable future, as set out in the UN's 2030 Agenda. The report concludes that the time has come for truly transformational change to the systems that run our lives. We can make enormous progress by focusing on the environmental health of three of these systems: food, energy and waste.

First, let's look at food. To transform our food system, we need to give farmers strong incentives to reduce their greenhouse gas emissions and use their water and land as efficiently as possible. We need to stop the loss and waste of food across the value chain. As the global population grows and climate pressures increase, we will have to start producing our food with greater efficiency and resilience, and we will have to empower and encourage people everywhere to adopt diets that are healthier and more sustainable. In many cases, that means eating less meat.

The second system we need to transform is energy. Renewable energy production has grown significantly over the past decade, but about two-thirds of our electricity still comes from fossil fuels. And although the amount of electricity generated globally has more than doubled since 1990, nearly one billion people still don't have electricity at home.

Our goal should be to decarbonise our energy supply completely: we need to break the link between energy use and greenhouse gas emissions, and the air pollution generated by it. We need regulations, policies and innovations that push people towards cleaner sources of energy. We need to reduce our energy use by increasing energy efficiency and reducing energy loss.

Finally, we need a complete change in the way we think about waste. For centuries, we've had a "take, make, waste" approach to economic growth. Humanity used 90-billion tonnes of resources in 2017. More than 50% of that was dispersed or emitted as waste and less than 10% was put back into the economy. It's time for us to embrace "circularity" and start viewing our waste not just as a challenge to be managed but also as critical resource to be tapped.

Governments everywhere should impose taxes on the use of virgin materials and create incentives for companies to design sustainable or recyclable products. Companies themselves need to target wasteful "hotspots" in their value chains and make products that can be recycled or repurposed after consumers are finished with them. And consumers need to be more conscientious about how they buy and how much they throw away.

Building a world that can safely and humanely sustain 10-billion people is perhaps the greatest challenge that humanity has ever faced. We can do it, but only if we manage to nurse our planet back to health.

The Fourth UN Environment Assembly, which is gathering in Nairobi this week, provides us with an important opportunity to commit to concrete actions to help us to realise the transformations that our planet requires. What's at stake is life and society as most of us know it and enjoy it today. We have no time to lose.

Diet to save the world

The Star (South Africa)

April 2, 2019 Tuesday

Section: Health

Length: 497 words

By: Viwe Ndongeni-ntlebi

The planetary health diet is largely plant-based and allows for an average of 2 500 calories a day.

Many diets promise to help you lose weight fast, but the new planetary health diet makes a bolder claim. In a recent report published in *The Lancet*, researchers warn that our large population, combined with current dietary trends and food production, will lead to an increase in diseases, world hunger, and greenhouse gas emissions.

But they say a complete global overhaul of how we eat "can provide win-win diets to everyone by 2050 and beyond". If everyone followed the planetary health diet, the researchers believe more than 11 million premature deaths could be prevented each year. It would also decrease greenhouse gas emissions and more land, water and biodiversity would be preserved.

This diet promises "perfect" health for the planet and its population.

It claims that doubling your consumption of nuts, fruit, vegetables and legumes and halving your meat and sugar intake is the way to go.

But what is this planetary health diet? It's a diet that's symbolically represented by half a plate of fruit, vegetables and nuts.

The other half consists primarily of wholegrains, plant proteins, beans, lentils, pulses, unsaturated plant oils, modest amounts of meat and dairy, and some added sugars and starchy vegetables.

The planetary health diet is largely plant-based and allows for an average of 2 500 calories a day. One beef burger and two servings of fish a week is recommended, but most of the protein comes from pulses and nuts. A glass of milk a day, or some cheese or butter, fits within the guidelines of the diet, as does an egg or two a week. Half of each plate of food in this diet is vegetables and fruit, and a third is wholegrain cereals.

The planetary health diet resembles those eating plans already known to be healthy, such as the Mediterranean or Okinawa diets, the researchers say.

A lecturer at North-West University and a spokesperson for the Association for Dietetics in South Africa, Dr Mariaan Wicks, said: “The planetary health diet offers an incredible variety of plant-based foods and there are excellent sources of plant proteins that provide complete amino acid requirements.

Getting used to eating less meat, eggs and dairy doesn't mean we won't be eating delicious meals. “Every little change can make a big difference,” said Wicks. “Start with easy changes and, as you become more comfortable, add new changes.”

The benefits of the diet are not limited to health, it is good for the environment as well. Dietitian Monique Piderit from Nutritional Solutions said the increasing demand for food from a growing human population and a challenged food system that is already stressed by the degradation of global ecosystems, are some of the reasons why such diets are gaining popularity.

Piderit said consumers are becoming increasingly interested in provenance and the environmental impact of their food, but taste and cost remain the strongest factors that influence food choice.

Bijlage 3. Coderingsschema

Naam van krant:

Titel van artikel:

Land en datum van publicatie:

Sectie:

Woordenaantal:

Auteur:

Frames

1. Het verantwoordelijkheidsframe

1.1 Het oorzakelijk verantwoordelijkheidsframe

Wordt er een verantwoordelijke aangewezen betreffende de oorzaak van het probleem (milieu- en/of gezondheidsproblemen)?

- Voorbeelden van verantwoordelijk gehouden entiteiten: ‘humans’, ‘consumers’, ‘people’, ‘citizens’, ‘individuals’, ‘populations’, ‘countries’ en ‘the world’

1.2 Het oplossingsverantwoordelijkheidsframe

Wordt er een verantwoordelijke aangewezen betreffende het oplossen van het probleem (milieu- en/of gezondheidsproblemen)?

- Voorbeelden van verantwoordelijk gehouden entiteiten: ‘humans’, ‘consumers’, ‘people’, ‘citizens’, ‘individuals’, ‘populations’, ‘countries’, ‘the world’, ‘policymakers’ en ‘government(s)’

Wordt de noodzaak van acties en/of veranderingen omtrent eetpatronen en voedselzekerheid nadrukkelijk aangekaart in relatie tot het geschetste probleem?

- Signaalwoorden: ‘radically’, ‘dramatically’ en ‘fundamentally’

2. Het conflictframe

Worden er tegengestelde meningen belicht in relatie tot het *planetary health diet*/een flexitairisch eetpatroon als oplossing voor het wereldvoedselprobleem?

- Is er sprake van enige vorm van onenigheid/meningsverschil tussen actoren (o.a. wetenschappers, experts, organisaties of journalisten) wat betreft het *planetary health diet*/een flexitairisch eetpatroon?

Worden er door één partij (direct of indirect) verwijten geuit naar een andere partij met betrekking tot het *planetary health diet*/een flexitairisch eetpatroon als oplossing voor het wereldvoedselprobleem?

3. Het menselijke interesseframe

3.1 Het familiariteitsframe

Is er sprake van een persoonlijke noot waaruit blijkt dat de informatie over het *planetary health diet* enigszins is afgestemd op de specifieke (eet)cultuur van het lezerspubliek? (signaalwoorden: ‘we’ en ‘us’)

- Worden wetenschappers, experts of organisaties aangehaald uit het land waarin de nieuwsorganisatie zich bevindt?
- Wordt de huidige (probleem)situatie in de eigen nationale cultuur onder meer ten aanzien van voedsel, menselijke gezondheid en milieu beschreven?
- Is er sprake van persoonlijke of herkenbare voorbeelden, vergelijkingen en/of afbeeldingen?

3.2 Het gezondheidsframe

Wordt de onderlinge relatie tussen voeding en menselijke gezondheid nadrukkelijk geduid?

Wordt er nadruk gelegd op de gevolgen van voeding voor de gezondheid van mensen? (kernwoorden: ‘healthy foods’, ‘healthy/ideal diet(s)’, ‘unhealthy foods’ en ‘unhealthy/poor diet(s)’)

- *Positieve gevolgen:* flexitarische eetpatronen verbeteren de menselijke gezondheid
- *Negatieve gevolgen:* ongezonde eenzijdige eetpatronen verslechteren de menselijke gezondheid

4. Het economische consequentieframe

Worden er economische gevolgen genoemd in relatie tot het aannemen van het *planetary health diet*?

- Wordt er verwezen naar financiële kosten met betrekking tot het volgen van een flexitairisch dieet?
- Wordt er verwezen naar financiële opbrengsten/voordelen met betrekking tot het volgen van een flexitairisch dieet?

5. Het realisatieframe

Wordt de maatschappelijke uitvoerbaarheid (met uitzondering van de financiële haalbaarheid) van de voorgestelde veranderingen omtrent de consumptie van voedsel (kritisch) geëvalueerd?

- Wordt de aansluiting van het dieet bij eetculturen of de bereidheid dan wel het vermogen van mensen om over te stappen op een flexitairisch eetpatroon ter discussie gesteld?

6. Het moraliteitsframe

6.1 Het prescriptieframe

Wordt er op enige wijze (o.a. met citaten of parafrases) specifiek gedrag vanuit een ethisch optiek voorgeschreven aan mensen (wereldwijd of van bepaalde bevolkingsgroepen) in relatie tot de consumptie van voedsel?

- Signaalwoorden: ‘must’, ‘should’ en ‘would’

6.2 Het ecologieframe

Wordt er een morele boodschap uitgedragen wat betreft de onderlinge relatie tussen voeding en milieu?

Wordt er in het artikel nadruk gelegd op de gevolgen van voeding voor de gezondheid van de aarde? (kernwoorden: ‘environment/environmentally friendly’, ‘climate’, ‘agriculture’, ‘livestock’, ‘planet/earth’ en ‘sustainable/sustainability’)

- *Positieve gevolgen:* flexitarische eetpatronen zijn minder milieubelastend en daardoor goed voor de gezondheid van de aarde.
- *Negatieve gevolgen:* eetpatronen die hoofdzakelijk bestaan uit bewerkte voedingsmiddelen met dierlijke eiwitten brengen schade aan het milieu aan.

Bijlage 4. Coderingsprotocol

- Beantwoord allereerst de algemene vragen in het coderingsschema over de volgende aspecten: titel van het artikel, naam van de krant, land van publicatie, datum van publicatie, sectie (*news, food, health of lifestyle*), woordenaantal en auteur.
- Lees het gehele artikel vervolgens door en segmenteer de tekst in analyse-eenheden. Afhankelijk van de inhoud kunnen deze analyse-eenheden gevormd worden door alinea's of door individuele zinnen.
- Gebruik de ja/nee-vragen en de signaal-/kernwoorden in het opgestelde coderingsschema om per analyse-eenheid de aanwezigheid van een frame te bepalen. Codeer de analyse-eenheden afzonderlijk aan de hand van de vastgestelde codes voor ieder (sub)frame. Wanneer er binnen een analyse-eenheid sprake is van een combinatie van frames, ken hier dan de codes van beide frames aan toe.
- Herhaal dit voor elk van de verzamelde krantenartikelen.

Bijlage 5. Voorbeeldcoderingen

KRANTENARTIKEL VERENIGDE STATEN

Titel artikel: New Diet Guidelines to Benefit People and the Planet: More Greens for All, Less Meat for Some

Krant: The New York Times

Datum en land van publicatie: 16 januari 2019, de Verenigde Staten

Sectie: News

Woordenaantal: 885 woorden

Auteur: Somini Sengupta



A report in the medical journal *The Lancet* suggests far less red meat for people who eat a lot of it, like Americans and Canadians, but not the world's poor.

Highlight: A report in the medical journal *The Lancet* recommends cutting food waste and consumption of red meat, especially among people who eat a lot of it.

What should we eat?

Depends on who is eating.

That's one of the principal conclusions of a comprehensive report that sets out targets on how to feed the world in a way that's good for human health and the health of the planet. Its lightning-rod recommendation is around beef and lamb, the two forms of livestock that require enormous amounts of land and water and produce heaps of methane.

The report suggests a dramatic reduction in red meat consumption for people who eat a lot of it, like Americans and Canadians, but not the world's poor, who need more animal protein for better health — like children in South Asia.

Written by 37 scientists from 16 countries and published Wednesday in the medical journal *The Lancet*, in conjunction with an advocacy group called the EAT Forum, the report was funded by the Wellcome Trust and Stordalen Foundation. In addition to the recommendations on meat, it calls for curbing food waste, a major source of greenhouse gas emissions, and overhauling agriculture so it doesn't worsen deforestation and the depletion of scarce water.

"It's not a blanket approach, but when you look at the data there are certain individuals or populations that don't need that much red meat for their own health," said Jessica Fanzo, a professor of food policy at Johns Hopkins University and a co-author of the report. "There's a real inequity. Some people get too much. Some people get too little."

People in North America eat more than 6 times the recommended amount of red meat, the report said, while countries in South Asia eat half of what's recommended.


Agriculture accounts for roughly a quarter of all greenhouse gas emissions, much of them produced by the raising of cattle and lamb. With the world's population projected to rise to 10 billion by 2050 and prosperity allowing many more people to afford meat and dairy, scientists and policymakers are paying more attention to the question of feeding the planet without destroying it.


One recent study by the World Resources Institute recommended that people in Europe and the United States reduce their meat consumption. But like the *Lancet* report, it, too, suggested that reducing the carbon footprint of food would also require rapid changes in farming methods to allow farmers and ranchers to grow far more food on existing agricultural lands while cutting emissions.


The *Lancet* report pointed to a broader problem of disparity: More than 800 million people don't get enough to eat worldwide, the report noted, and many more "consume low-quality diets that cause micronutrient deficiencies and contribute to a substantial rise in the incidence of diet-related obesity and diet-related non communicable diseases."


The report took pains to say that it wasn't trying to prescribe to people what to eat or how to eat. It laid out global targets for what constitutes a healthy diet, based on an average intake of 2,500 calories a day. That includes 14 grams, or about half an ounce, of beef or lamb a day. That's roughly the equivalent of a McDonald's Quarter Pounder every eight days.


The report said the largest share of daily calories, 35 percent, should come from whole grains, including rice, wheat and corn, and starchy tubers like potatoes and cassava. The recommendations included unsaturated fats, milk, cheese and nuts, and lots of green vegetables. Overall, the guidelines called for a doubling of global consumption of fruits, nuts, vegetables and legumes, and cutting the consumption of red meat in half.


 Jana de Prieëlle
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
 Jana de Prieëlle
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 Jana de Prieëlle
6.1


 Jana de Prieëlle
6.1


 Jana de Prieëlle
3.2 oplossing/positief


 Jana de Prieëlle
6.2 oplossing/positief

 Jana de Prieëlle
6.2 oorzaak/negatief


 Jana de Prieëlle
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 Jana de Prieëlle
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6.2 oorzaak/negatief


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
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 Jana de Prieëlle
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 Jana de Prieëlle
6.1

The meat reduction recommendation received immediate pushback. Even before the release of the Lancet report, the Animal Agriculture Alliance, an industry group, issued a statement extolling the benefits of meat and dairy. It said cutting animal protein could “risk worsening malnutrition, increasing food waste, and distracting from the highest priorities for addressing greenhouse gas emissions.” The group echoed the Lancet report’s recommendation to reduce food waste. Likewise, the National Cattlemen’s Beef Association, in a statement, called beef “nourishing and sustainable.”

 Jana de Prieëlle
2.


The Lancet report also made clear that individual consumer choices would not be enough to avert what the authors called “catastrophic damage to the planet.”

 Jana de Prieëlle
1.2

It urged governments to encourage healthy food choices and ensure access to nutritious food. It also suggested that global agriculture policy emphasize not just producing more food, but more “nutritious plant-based foods,” though it acknowledged that, in some places, animal farming can be good for the ecosystem. It recommended policies to curb deforestation and to protect at least 10 percent of marine areas from fishing. To tackle food waste, it suggested help for farmers in poor- and middle-income countries to better store their crops and get them to market while still fresh. In rich countries, it encouraged better shopping habits and improved “use by” labels.

 Jana de Prieëlle
1.2

“The evidence says we can do it,” said Tim Lang, a professor of food policy at the City University of London and a co-author of the report. “There’s an immense diversity of what people can eat. It’s not prescriptive.”

 Jana de Prieëlle
1.2

KRANTENARTIKEL AUSTRALIË

Titel artikel: Slash red meat intake to help safeguard the planet: report


Krant: The Age

Datum en land van publicatie: 18 januari 2019, Australië


Sectie: News

Woordenaantal: 501 woorden


Auteur: onbekend

 Jana de Prieëlle
6.1


Humanity must radically change the food we eat, including cutting our red meat intake by more than half, to avert catastrophic damage to the planet an international consortium has warned.


 Jana de Prieëlle
6.1

Our predilection for diets high in meat, sugars and processed foods is stretching the earth to its limits and threatening the existence of humans and other species, food security and sustainability experts have said.


 Jana de Prieëlle
1.2

The EAT-Lancet Commission has devised the world’s first scientific targets for a universal “healthy planetary diet”, which it set out in its report Food in the Anthropocene, published yesterday. “Civilisation is in crisis,” The Lancet said in an editorial accompanying the commission’s report. “We can no longer feed our population a healthy diet while balancing planetary resources,” it said, adding that addressing food insecurity was “an immediate challenge”.


 Jana de Prieëlle
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
 Jana de Prieëlle
1.2


Our main source of protein will need to be plant based. Our diet should have zero to no more than 14 grams of red meat a day, in line with the United Nations’ Sustainable Development Goals to end hunger and the Paris Agreement on climate change. About 35 per cent of our calories should come from whole grains, while our intake of legumes, nuts, vegetables and fruit should double, the commission advised in its report. The diet follows similar principles of the Mediterranean and Okinawa diets, the researchers wrote.

 Jana de Prieëlle
6.1

“The world’s diet must change dramatically,” said Dr Walter Willett, of Harvard University, who co-led the commission - a collaboration of 37 experts in health, nutrition, environmental sustainability, food systems, economics and politics from 16 countries including Australia.

 Jana de Prieëlle
3.1

 Jana de Prieëlle
1.2

 Jana de Prieëlle
3.1


The benefits of increased food production in the past 50 years are now being offset by the global shifts towards unhealthy diets, high in calories, sugars and animal-based foods, the commission authors said.

 Jana de Prieëlle
3.2 oorzaak/negatief

The world’s meat production is on an unstoppable trajectory and is the single greatest contributor to climate change, the accompanying comment piece said.

 Jana de Prieëlle
6.2 oorzaak/negatief


The world’s population will be 9.8 billion by 2050 and increasingly wealthy with an appetite for animal-based foods. The commission argued that feeding us all will be impossible without fundamentally transforming eating habits, improving the way we produce food and reducing waste.

 Jana de Prieëlle
1.2


“The human cost of our faulty food systems is that almost 1 billion people are hungry, and almost 2 billion people are eating too much of the wrong food,” the commission wrote.

 Jana de Prieëlle
1.1

The authors made a suite of recommendations to change the way we produce food and eat to allow us to stay within the planet's "safe" boundaries and to avoid potential ecological catastrophe from climate change and the destruction of biodiversity, land and fresh water, as well as nitrogen and phosphorus flows.


 **Jana de Prieëlle**
1.2

Australians have one of the largest dietary environmental footprints per capita in the world, with emissions more than 200 per cent higher than comparable regions, driven by meat consumption.

 **Jana de Prieëlle**
3.1

Australians eat 95 kilograms of meat a year on average, markedly more than the OECD average of 69 kilograms, and we create about 3.1 million tonnes of edible food waste a year.

 **Jana de Prieëlle**
6.2 oorzaak/negatief

 **Jana de Prieëlle**
3.1

KRANTENARTIKEL INDIA

Titel artikel: Cut red meat, sugar by 50%: Lancet's diet plan for the world


Krant: The Hindu

Datum en land van publicatie: 17 januari 2019, India


Sectie: News

Woordenaantal: 541 woorden


Auteur: Jacob Koshy


 **Jana de Prieëlle**
6.1


The new diet could avert around 11 million premature deaths a year.

 **Jana de Prieëlle**
3.2 oplossing/positief


With the ideal diet, your life would be less sweet but your lifespan would be longer. Cut consumption of sugar and red meat by 50%, and increase the intake of fruits, vegetables, and nuts — that is the top recommendation of a worldwide diet plan according to a special report released on Thursday by the journal Lancet. Such a diet would not only be healthier but also more environment-friendly.

 **Jana de Prieëlle**
3.2 oplossing/positief


 **Jana de Prieëlle**
6.1


 **Jana de Prieëlle**
6.2 oplossing/positief

The EAT-Lancet Commission, an independent non-profit consisting of 19 scientists and 18 co-authors from 16 countries, was tasked with developing global scientific targets for a healthy diet and sustainable food production.


 **Jana de Prieëlle**
3.2 oplossing/positief


The experts on this panel from India included Srinath Reddy of the Public Health Foundation of India and Sunita Narain of the Centre for Science and Environment.


 **Jana de Prieëlle**
6.2 oplossing/positief

 **Jana de Prieëlle**
3.1

The Commission recommended that the average adult, whose daily requirement is about 2,500 calories, must strive to source around 800 calories from whole grain (rice, wheat or corn), 204 calories from fruits and vegetables, and not more than 30 calories from red meat (beef, lamb or pork). It also suggested that the ideal diet should have no "added sugar" or "added fat". Unhealthy diets are the leading cause of ill-health worldwide, and following this healthy diet could avoid approximately 11 million premature deaths a year, the report said.


 **Jana de Prieëlle**
6.1

 **Jana de Prieëlle**
3.2 oorzaak/negatief

 **Jana de Prieëlle**
1.2


UN goals

"These global targets define a safe operating space for food systems that allow us to assess which diets and food production practices will help ensure that the UN Sustainable Development Goals (SDGs) and the Paris Agreement [on Climate Change] are achieved," said a press statement accompanying the report.

 **Jana de Prieëlle**
6.2 oplossing/positief

Though the Commission's recommendations for a healthy diet do include red meat, it emphasises that "global targets" ought to be applied "locally" and must keep in mind "cultural sensitivities". That means the protein requirement from meat can be substituted, with, say, legumes or equivalent substitutes.


 **Jana de Prieëlle**
5


 **Jana de Prieëlle**
3.1

People in North American countries eat almost 6.5 times the recommended amount of red meat, while those in South Asia eat only half the recommended amount. All countries are eating more starchy vegetables (potatoes and cassava) than recommended, with intakes ranging from between 1.5 times above the recommendation in South Asia to 7.5 times the optimum level in sub-Saharan Africa.


Dramatic change

"The world's diets must change dramatically. More than 800 million people have insufficient food, while many more consume an unhealthy diet that contributes to premature death and disease," said co-lead Commissioner Dr. Walter Willett of Harvard University. "To be healthy, diets must have an appropriate calorie intake and consist of a variety of plant-based foods, low amounts of animal-based foods, unsaturated rather than saturated fats, and few refined grains, highly processed foods, and added sugars."

 **Jana de Prieëlle**
1.2


 **Jana de Prieëlle**
1.1

The researchers also modelled the effects of a global adoption of such a diet on deaths from diet-related diseases.


 **Jana de Prieëlle**
3.2 oplossing/positief

 **Jana de Prieëlle**
1.2

Three models each showed major health benefits, suggesting that the new diet could globally avert 10.9-11.6 million premature deaths a year.

 **Jana de Prieëlle**
3.2 oplossing/positief

The report shared a road map to help global populations move towards such a diet by 2050. These include re-orienting the focus of agriculture from large-scale production of a few crops to "a diverse range of nutritious foods from biodiversity-enhancing food production systems".

 **Jana de Prieëlle**
1.2

KRANTENARTIKEL VERENIGD KONINKRIJK

Titel artikel: Cut meat to half-rasher a day to save planet

Krant: The Times

Datum en land van publicatie: 17 januari 2019, het Verenigd Koninkrijk

Sectie: News

Woordenaantal: 533 woorden

Auteur: Kat Lay

Reducing red meat consumption to half a rasher of bacon a day and eating more nuts will help avert climate change, scientists say.

An international team of experts has put lower meat consumption at the heart of a "planetary health diet" to stave off catastrophic damage to the Earth. They say people should think of meat as a treat and have "a burger once a week or a steak once a month".

Those who insist on eating red meat every day should have a maximum of 14g, which is equivalent to half a rasher of bacon and considerably less than the 70g maximum of red and processed meat recommended in the UK. The average British adult eats about 62g.

The diet's daily allowance for starchy vegetables, 50g, is about a quarter of a baked potato. The allowance for fish, 28g, is about half a fish finger. The calories should be replaced by doubling consumption of nuts, fruits, vegetables and legumes, researchers said.

The Eat-Lancet commission of 37 experts from 16 countries concluded that the global food system needed urgent transformation to reduce greenhouse gas emissions and water use while feeding a population of ten billion by 2050. Writing in The Lancet, the scientists said that global adoption of their recommendations would prevent about 11 million early deaths a year.

"The food we eat and how we produce it determines the health of people and the planet, and we are currently getting this seriously wrong," Tim Lang, professor of food policy at City, University of London, said.


The diet assumes an intake of 2,500 calories per day for men and women, a choice which Walter Willett, of Harvard University, said was born of a desire to be "realistic". He denied that it was a "deprivation diet".

Food waste must at least be halved, the scientists said, and prices would need to rise to reflect production and environmental costs. The researchers called for policies to encourage healthy and sustainable diets, including advertising curbs, taxes on red meat and education campaigns. Agriculture would need to be intensified using sustainable methods, they said, to limit greenhouse gas emissions. Governments should consider incentives to protect natural areas on land and at sea and at least 10 per cent of marine areas should be closed to fishing.

Professor Nigel Scollan of Queen's University Belfast, a member of the industry-funded Meat Advisory Panel, said that "demonising animal-based foods" could distract from pollution from transport and energy production.


Christopher Snowdon, of the Institute of Economic Affairs, a free-market think tank, said: "They say you are what you eat and that must be true because this is nuts."


How to eat to save the world
Recommended daily intake:
Whole grains (rice, wheat, corn etc) 232g; 811 calories.
Starchy vegetables (such as potatoes) 50g; 39 calories.
Vegetables 300g; 78 calories.
Fruit 200g; 126 calories.
Dairy 250g; 153 calories.
Red meat 14g; 30 calories.
Poultry 29g; 62 calories.
Eggs 13g; 19 calories.
Fish 28g; 40 calories.
Legumes (such as lentils and chickpeas) 100g; 426 calories.
Palm oil 6.8g; 60 calories.
Unsaturated oils (olive, rapeseed, sunflower oil) 40g; 354 calories.
Lard or tallow (as part of meat consumption) 5g; 36 calories.
Sweeteners 31g; 120 calories.

 **Jana de Prieëlle**
6.1


 **Jana de Prieëlle**
6.2 oplossing/positief


 **Jana de Prieëlle**
6.2 oplossing/positief


 **Jana de Prieëlle**
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
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
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KRANTENARTIKEL ZUID-AFRIKA

Titel artikel: THIS is the diet that'll save the Earth from over population, say experts

Krant: Sunday Times

Datum en land van publicatie: 17 januari 2019, Zuid-Afrika

Sectie: News

Woordenaantal: 577 woorden

Auteur: onbekend

Dozens of experts are urging the world to adopt this daily meal plan in order to sustain a global population of 10 billion by 2050

Experts say that pulses (such as lentils and beans) should be an integral part of the worlds' diet by 2050.

Coming to dining tables everywhere by 2050: porridge for breakfast, rice for lunch, a dinner of lentils and vegetables, and a single hamburger every few weeks, as a treat.

Here is a rundown of the daily meal plan that dozens of health and environment experts are urging the world to adopt in order to sustain a global population of 10 billion by mid-century, while reining in climate change and preventing millions of premature deaths each year.

MEAT IS (ALMOST) OUT

The team behind a landmark food study published Thursday in The Lancet say intake of some foods such as meat and sugar needs to fall by half by 2050 to reduce the global burden posed by the three billion people on Earth who are either over- or under-fed.

While richer nations must drastically slash their meat consumption, regions such as South Asia currently experience a dearth of kilojoules and protein from a lack of red meat.

Livestock farming is catastrophic for the environment, producing up to 18% of global greenhouse gases and contributing to deforestation and water shortages.

Under the new regimen, adults would be limited to 14g of red meat a day — equivalent to half a rasher of bacon — and get no more than 126kJ from it.

It's estimated that there will be 10 billion people in the world by 2050. This is the proposed diet that'll enable humans to live sustainably.

A burger patty weighing around 113g contains roughly 1,883kJ calories and North Americans alone consume more than six times the current daily recommended red meat intake of between 50-70g.

The diet recommends no more than 29g of daily poultry — around one and a half chicken nuggets — and 13g of eggs, or just 1.5 a week.

FRUIT AND VEG

The team said consumption of fruits, vegetables, and legumes such as chickpeas and lentils must increase more than two fold, particularly in poorer nations where more than 800 million people get insufficient kilojoules. More wholegrain foods such as barley and brown rice are needed, but starchy vegetables like potatoes and cassava are limited to 50g a day.

The authors of the report noted that the ideal diet would vary from region to region, stressing that their menu was designed to show how everyone could get around 10,460kJ daily, keep healthy and aid the planet.

"Eating less red meat — which is mostly a challenge in changing human behaviour — is crucial," said Johan Rockstrom, director of the Potsdam Institute for Climate Change Impact Research and one of the authors. "But something equally dramatic that is less talked about is the reduction in conventional cereal and tubers, and the transition to nuts, fruits, vegetables and beans as a principal source of nutrition."


GOOD NEWS FOR NUT LOVERS


The authors estimate their diet would improve intakes of most vital nutrients while slashing consumption of unhealthy saturated fats.


Healthy sources of fat such as nuts and seeds receive a boost: You could eat up to 75g a day of peanuts, but would need to cut back on other unsaturated fats such as oily fish on those days.


Ultimately the new diet could globally prevent up to 11.6 million premature deaths per year, according to its creators.


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3.2 oplossing/positief


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
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
6.2 oorzaak/negatief


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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
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 **Jana de Prieëlle**
3.2 oplossing/positief