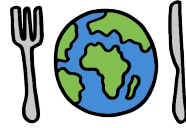
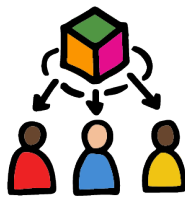


# Sustainable healthy diets & minimise food waste



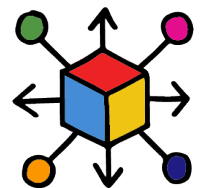
By 2030: demand-side (consumer-oriented) action on food systems, through a culturally appropriate shift to sustainable, healthy diets (e.g., [EAT's Planetary Health Diet](#)), and halving food waste.

## Demand



- **Limit meat-based protein** consumption in high-consuming countries to 500g\*/week ([EAT](#))
  - \*500g = 100g of red meat (pork, beef or lamb), 200g of poultry and 200g of fish
  - Baseline: 827g/week (2017) ([OWID](#))
- **Halve food loss and waste** at all stages of the supply chain ([Champions 12.3](#)) (relative to 2020)
- **>40% culturally appropriate shift** to [EAT's Planetary Health diet](#) and **>80% of the population** consume all five food groups\* on a daily basis.
  - \*fruits; vegetables; pulses, nuts, or seeds; animal-source foods; and starchy staples.

## Supply



- **1.5x the global provision of fruits, vegetables, seeds, nuts and legumes** ([EAT](#))
- **Healthy alternative proteins\* capture 15% of the global meat and seafood market** ([BCG](#))
  - Baseline: 2% (2020)
  - Especially from whole foods e.g., \*legumes, pulses, soy, beans and peas
- **Local and/ or indigenous food supplied** when available, with a **+5% global localisation factor** ([Project Drawdown](#))
- Supporting climate-resilient, sustainable agriculture with increasing crop yields and reduced emissions (see our 'Agriculture' Breakthrough [here](#))

## Policy



- **Apply true cost accounting to food policy** ([WWF](#)), especially to meat in high-consuming countries, and use findings to **drive tax/ VAT policies** ([TAPPC](#)) which also subsidise the shift to sustainable healthy diets.
- **Update and/ or develop science-based dietary guidelines** for the general public to shape healthy food choices ([FAO](#))
- **Create enabling food environments** and activate healthy sustainable public food procurement ([Global Alliance for the Future of Food](#)).

## Finance



- **U.S. \$35 billion of investment per year** into sustainable healthy diets ([Clim-EAT](#)) and redirect public investment from harmful food practices ([Global Alliance for the Future of Food](#))
- **Increase R&D and commercialisation of healthy alternative proteins:**
  - Cumulative (private) capital expenditure of \$27B for the plant-based meat industry ([Good Food Institute](#))
  - Global (public) spending on R&D and commercialisation in healthy alternative proteins to increase to U.S. \$4.4B and \$5.7B per year ([ClimateWorks](#)). Baseline: \$55M and \$30M in 2020.

## Civil Society



Mobilise effective campaigns that influence social norms on shifting to sustainable healthy diets ([WRI](#)) e.g. EAT Cook Club & Meatless Monday, and minimising food waste e.g. Love Food Hate Waste.

## Cross-cutting



Bring food (particularly dietary shifts) into **Nationally Determined Contributions (NDCs)** ([WWF](#) and [FELD](#))