

# MAP YOUR FUTURE FOOD CONSUMPTION



***BECOME A TRUE FOOD HERO***

**MYFFC**  
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## WHAT IS THIS?

The MYFFC-Canvas is a step-by-step guide that helps you to develop a strategy for more conscious and environmentally friendly food consumption.

## WHO IS IT FOR?

If you love food and care about what you eat,  
If sustainable living is important to you,  
if you want to reduce your ecological footprint,  
if you want to support local farmers,  
but you don't know how to develop more ecological eating habits, then this is the right tool for you.

## WHY DO YOU NEED IT?

Scholars estimate that the food industry is responsible for 26% of total greenhouse gas emissions (GHG). For the sake of the environment, we need to change the way we eat!

## HOW DOES IT WORK?

This tool helps you to analyse your food consumption behaviour and provides you with a set of suggestions, methods and strategies for improving it. Follow the instructions from step 1 to 7 and become a true food hero within 10 weeks.



**Hint:** Before you start the journey, consider asking the people who live in your household if they want to be part of the program as well. Developing new habits is much more fun together and you can motivate each other.



A HUMAN-CENTRED APPROACH TOWARDS  
MORE ECOLOGICAL EATING HABITS



## BECOME AWARE



### STATUS QUO

Your first step is to find out how ecological your current food consumption is. You have to be aware of what your worst sins are and where your greatest potential for improvement is.

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### THE GROCERY SHOPPING TOUR

To understand your eating habits, you have to measure the eco level of the food you consume during an entire week. There are two ways to do this:

- 1: Buy food for an entire week during one extended visit to the grocery store.
  - 2: Shop for one week as you always do, with as many trips to the store as usual, and use the Eco-Score scanner to classify each food product you buy.
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### ECO-SCORE

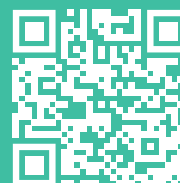
Download the Eco-Score App and measure every single product that you consume in one week. Sort out the food on a large table according to its eco classification A, B, C, D or E. Take a photo of the table, count how many products you have in each category and note the number down somewhere (like your phone).

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Great, you have completed the first step! Congratulations, you are on the right path.



**Hint:** For the grocery shopping tour, you might need some help from friends and family. Shopping is more fun together.



ECO-SCORE



# PRIORITIZE



Look at the photo you took in step 1 and think about which products from category A you could consume more regularly and which products from category E you could eat less of. Take a green post-it and write down all products you like from category A. Take a red post-it and write down all products you like from category E.

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## TRADE OFF

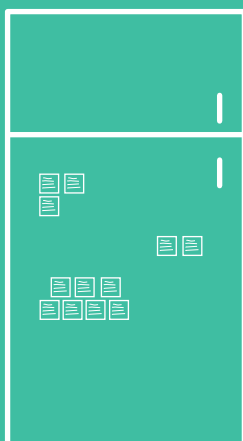
What are the top 3 products that you cannot live without? If your favourite foods are classified under D or E, write them on an orange post-it.

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## REFRIGERATOR

Take all the green, red and orange post-its and put them on your refrigerator. For the next two weeks, avoid all the products listed on red post-its. Eat the products on the orange list a maximum of two times a week. Try to find more products in the supermarket that are in category A or B.

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**Hint:** Don't think too hard about which products you want to put on the sticky notes. Trust your gut feeling.



## SUPPORT



### LOCAL FARMERS

Delicious food is often right at our front door. Regional food products are not necessarily ecological, but eating them supports local farmers and provides you with more transparent information—and they taste excellent, too. With the knowledge you have gained over the last weeks, I'm sure you know which products are environmentally friendly.

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**Hint:** *Go for fruits and vegetables!*

### GRAB YOUR BIKE

When the weather is beautiful, grab your bike and go on a farm discovery tour around your neighbourhood. You will be surprised how many local farmers you can visit on your bike in an hour. The next time you shop for groceries, try to include some farm shops that you like.

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**Hint:** *If you don't know where to find farms, take out your phone and check Google Maps. (Look for large fields!)*



# DISCOVER NEW STRATEGIES



## NEW LIFESTYLE

To improve our ecological footprint, we have to reduce our consumption of animal-based products. For the next week, try to reduce to a minimum the animal-based foods you eat. Don't worry, I will help you! Here are three strategies to consider:

### 1. BE A VEGAN TWICE A DAY:

According to some scientists, if everyone on this planet ate vegan until evening, we would have no problems with greenhouse gas emissions from food consumption. So, be a vegan for two meals a day and eat what you want for the third meal. It is up to you if you want to eat animal-based products for breakfast, lunch or dinner.

### 2. THE VEGI-WEEK

Stores today offer a great choice of vegetarian products. Live for one week as a vegetarian and do not consume any meat at all.

### 3. COMPROMISE

Three days a week, do not consume any meat products at all, and try to reduce the number of dairy products you eat. Two days a week, you can eat meat. Just don't eat too much of it.



Choose the strategy that fits you best, and look forward to an interesting week.



**Hint:** Don't forget to support local farmers. Especially if you eat meat, make sure to get it from a place where the animals are well treated and humanely slaughtered. I'm sure animal welfare is also important to you!



# DEFINE YOUR STRATEGY



At this stage, you already have some experience with a more ecological lifestyle. It is time to choose the strategy that works for you. You can use one of the three strategies already suggested, mix them up or develop an entirely new one.

Always remember: we have to reduce our consumption of animal-based products! If you have decided on your pathway, write your strategy down. Now it is up to you to try to stick to your new behaviour for the next five weeks.

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## GET INSPIRED

If you feel unsure what to eat or how to cook vegetarian or vegan meals, get some advice from the friendly internet. There are many great apps, tutorials, youtube videos and cookbooks that are truly inspiring.



**Hint:** *There is no one right way that works for every person. What's important is that you feel pleased with your new eating habits. It is advisable to develop a strategy that you feel confident you can stick to over the long-term rather than one where you can achieve great results but only for a short time.*



**Hint:** *If you feel unmotivated or it grows hard to stick with the new strategy, keep in mind that you are one puzzle piece in the process of saving the world. You can be a role model for many others.*

# STATUS ~~QUO~~ NEW



## CONS

If you want to measure how much eco-friendlier your new eating habits are, go on another grocery-shopping tour, and classify what you are eating now with the Eco-Score App. Have a look at the photo you took in step 1, and compare the image with what you have on your table now. I'm sure you will see a considerable improvement!





# THE LONG RUN



Congratulations, by now you are a true food hero, and many people can learn from you. As a last but crucial step, you have to stick with your ecological food consumption behaviour for the long haul. If you begin to feel unsure about whether you are eating right, then have a look at this tool again and use the ECO-SCORE scanner.

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## SET NEW GOALS

You have already achieved a lot, but keep in mind that being a food hero requires constant improvement. Go for small steps that are realistic, and always set yourself new goals.

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**Hint:** Changing your behaviour is a challenging task that requires a long-term process. Try to motivate friends and family members to be part of the process as well. Achieving something together is always more fun!

# MAP YOUR FUTURE FOOD CONSUMPTION

NAME:

DATE:

PLACE:

*LET THE JOURNEY BEGIN!*



**Hint:** Before you start the journey, consider asking the people who live in your household if they want to be part of the program as well. Developing new habits is much more fun together and you can motivate each other.

WEEK 1

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1

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ECO-SCORE

WEEK 1-2

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2

## PRIORITIZE



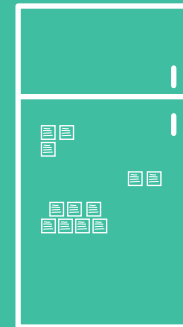
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WEEK 3

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3

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WEEK 4

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4

## DISCOVER



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WEEKS 5-9

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5

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WEEK 10

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6

## STATUS QUO NEW



After ten intensive weeks, it is time to have a look at your journey. What went well, and where did you struggle? Use the pros and cons list to organize your thoughts about your new behaviour.

PROS

CONS

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OUTLOOK

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7

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# THE 7 STEPS



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# ECO-SCORE

**ECO-SCORE**

**A B C D E**

**\*GHG Emissions per kg:**

- ☐ Land Use Change
- ☐ Farm
- ☐ Animal Feed
- ☐ Processing
- ☐ Transport
- ☐ Retail
- ☐ Packaging

**TOTAL:**

**Product X**

**ECO-SCORE** **00000**

**Land Use Change**  
Above the ground: Changes that emerge in biomass from deforestation.  
Under the ground: Changes in soil carbon.

**Farm**  
Emissions like methane and CO2 that arise from animals, rice fields, fertilizers or machinery.

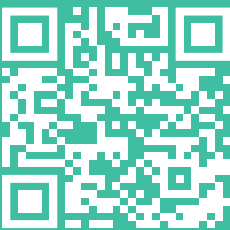
**Animal Feed**  
Emissions from growing, harvesting and processing food for animals.

**Processing**  
Emissions from energy that is used to convert raw products into food products for the supermarket.

**Transport**  
Emissions from energy that is used during transport.

**Retail**  
Emissions from refrigeration and other energy intensive retail processes.

**Packaging**  
Emissions from producing and disposing of packaging.



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# SPACE FOR NOTES

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