

# ECOSMART EATING

EcoSmart Eating is simply making healthy and environmentally friendly food choices. By taking steps such as consuming less meat, more vegetables and fruits, preferring local and seasonal products, you both protect your health and contribute to the planet. In this way, you reduce food waste, do no harm to the environment and help your budget. EcoSmart Eating is a way to make a big difference with small changes.

## Some key facts about EcoSmart Eating:

**67% of Europeans** would make better, more sustainable choices when given eco-labels on food products.

However, **63%** believe that food brands are exaggerating their sustainability claims.



Meat and dairy products are significant contributors to food-related emissions in the EU, accounting for **70% of food consumption emissions**. Reducing these can have substantial environmental benefits

And only **33%** trust their government to ensure these labels are transparent and honest.



Europeans eat **80%** more meat than the global average and 4 times more red meat than health experts recommend. But a change is already underway! 51% of Europeans are reducing their meat consumption every year. Their motives?

Health issues: **(47%)**

Animal welfare **(29%)**

Environmental impact **(26%)**

Source: [eitfood.eu](http://eitfood.eu), [greenqueen.com](http://greenqueen.com), [euronews.com](http://euronews.com),



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