







Environmental



Food security



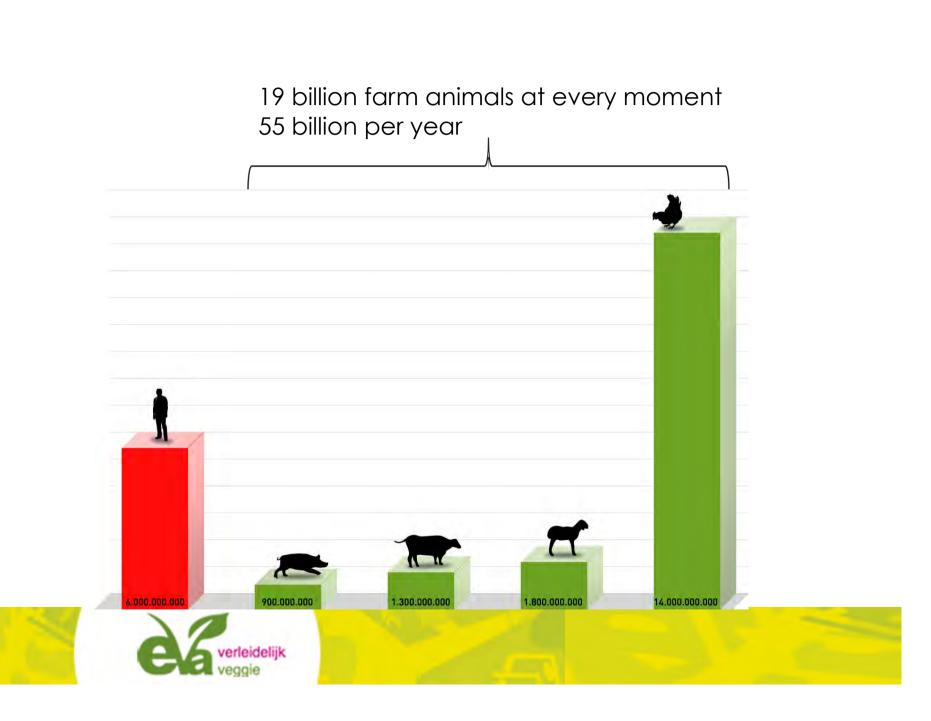


Health



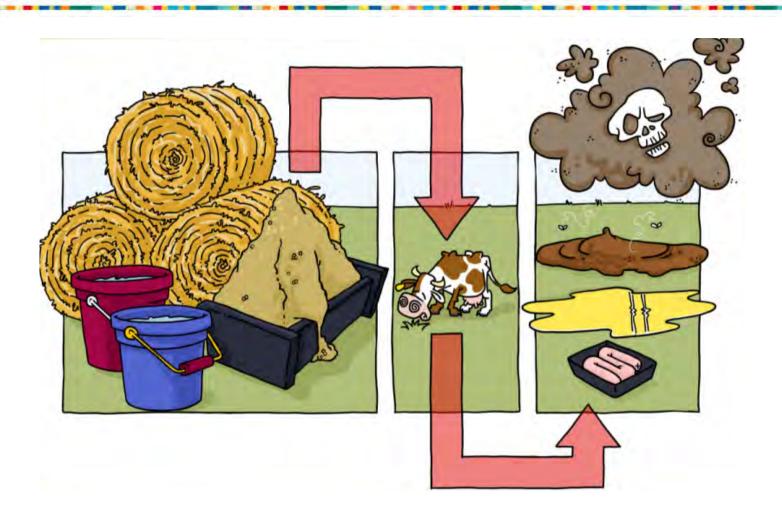
Animal welfare





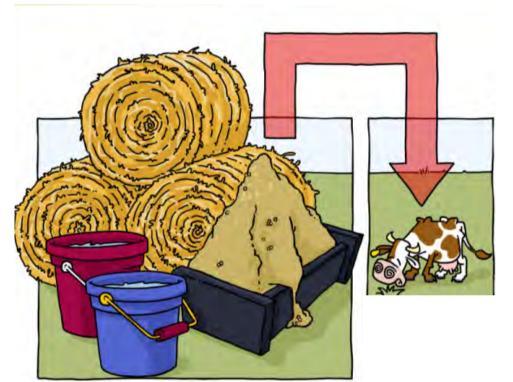


A lot goes in, a lot comes out





Input



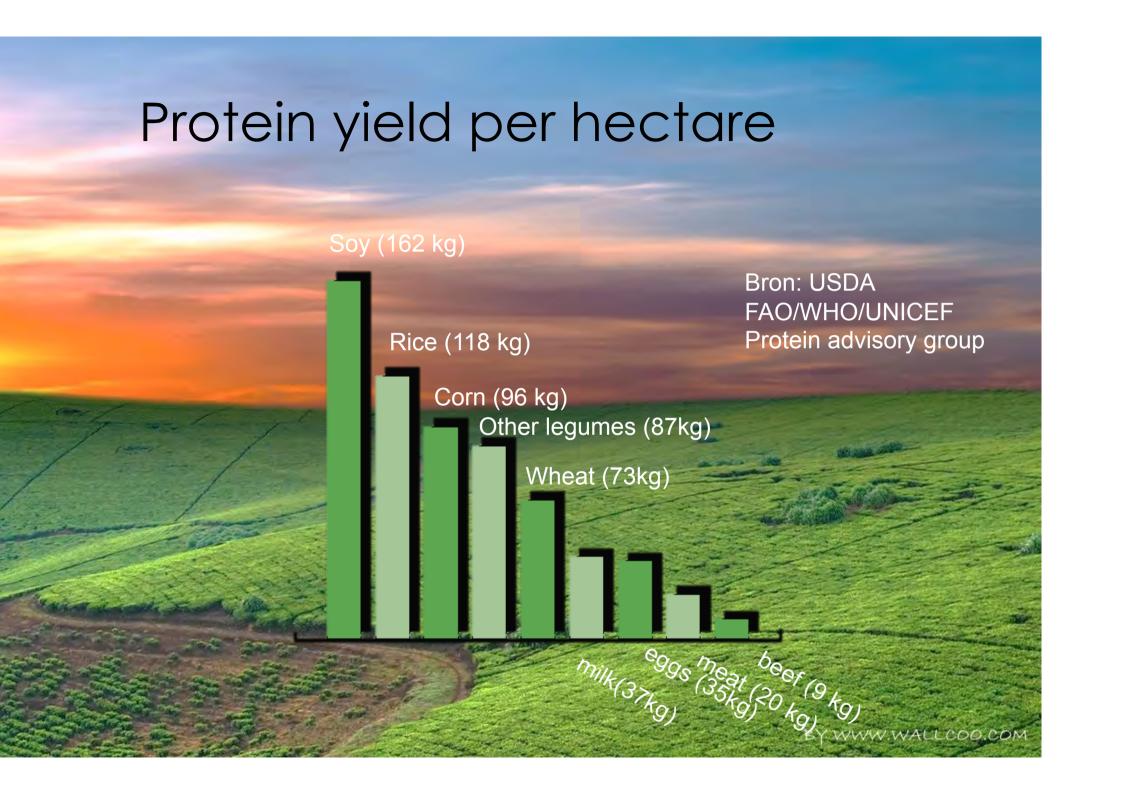
We feed **7 billion people** with **55 billion animals**But what do we need to feed
them?

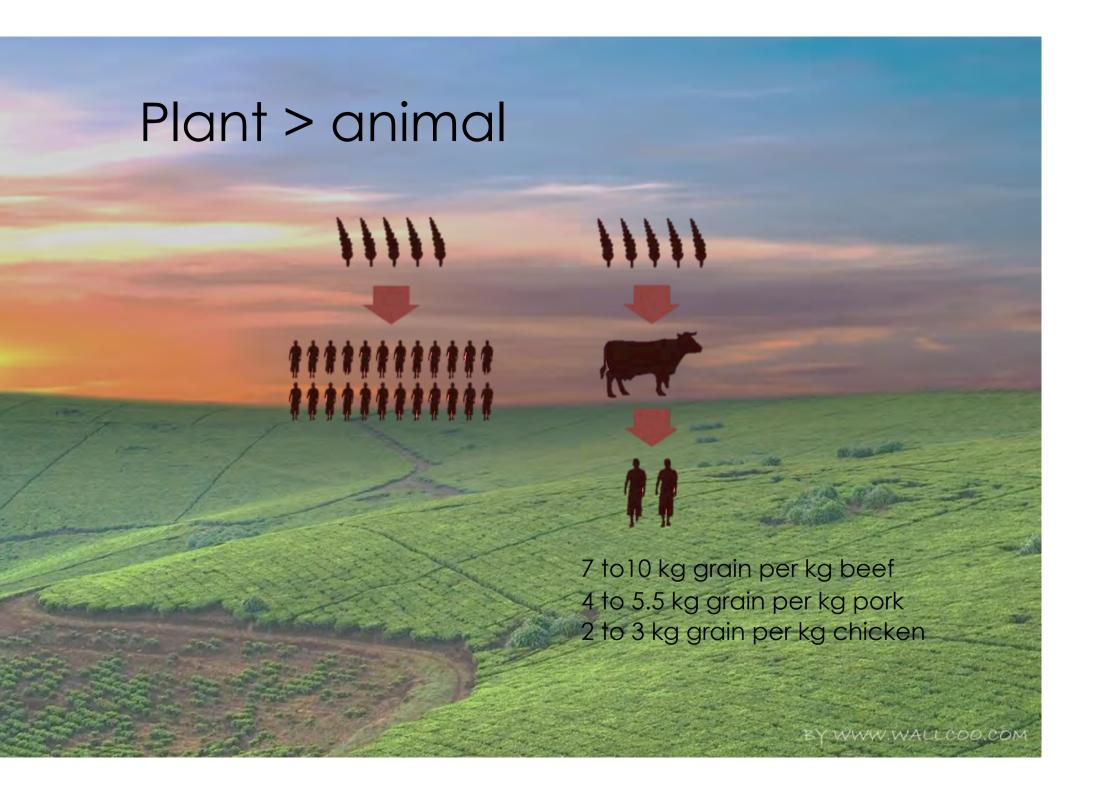






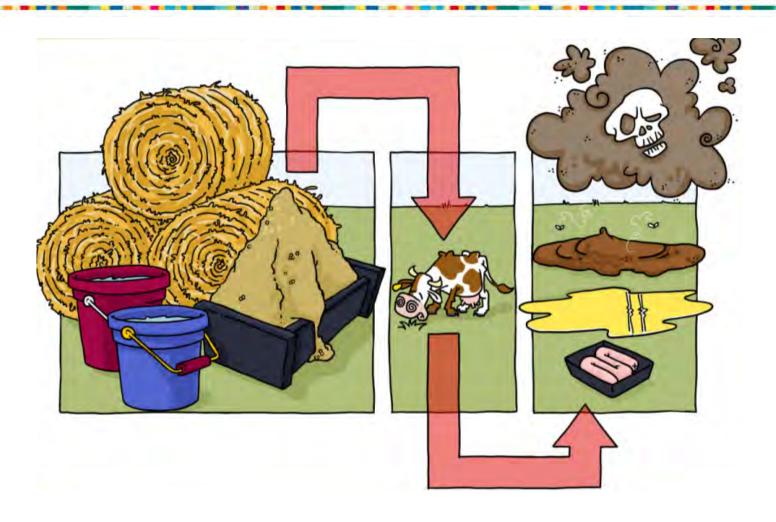






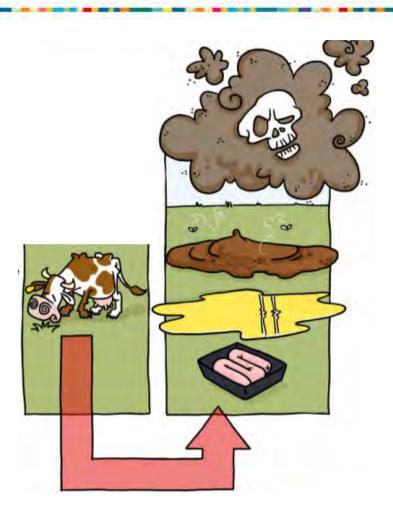








Output



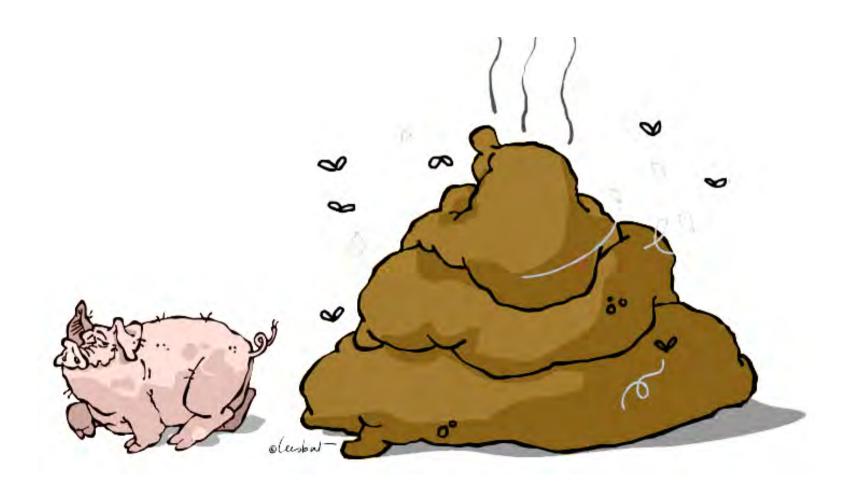




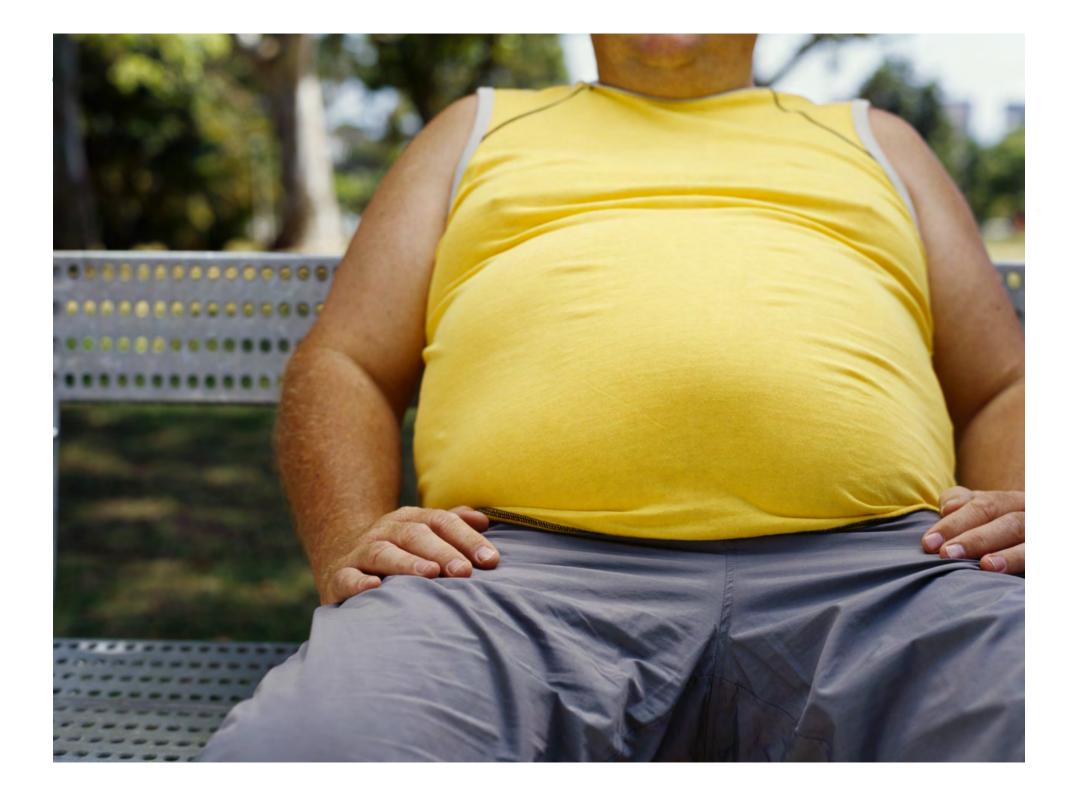


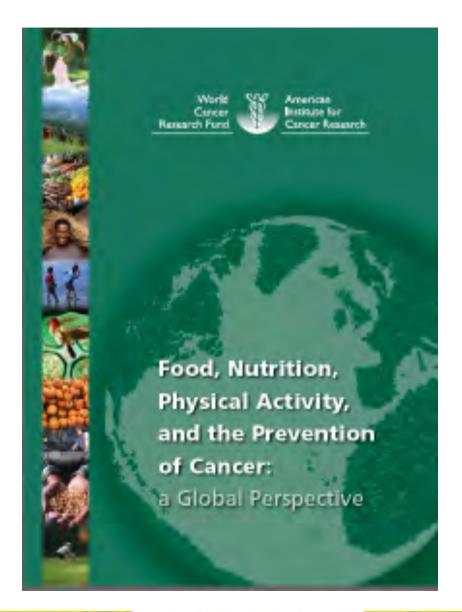












RECOMMENDATION 4

PLANT FOODS

Eat mostly foods of plant origin

RECOMMENDATION 5

ANIMAL FOODS

Limit intake of red meat¹ and avoid processed meat²



Estimating the cardiovascular mortality burden attributable to the European Common Agricultural Policy on dietary saturated fats

Ffion Lloyd-Williams, Martin O'Flaherty, Modi Mwatsama, Christopher Birt, Robin Ireland, & Simon Capewell

Objective To estimate the burden of cardiovascular disease within 15 European Union countries (before the 2004 enlargement) as a result of excess dietary saturated fats attributable to the Common Agricultural Policy (CAP).

Methods A spreadsheet model was developed to synthesize data on population, diet, cholesterol levels and mortality rates. A conservative estimate of a reduction in saturated fat consumption of just 2.2 g was chosen, representing 1% of daily energy intake. The fall in serum cholesterol concentration was then calculated, assuming that this 1% reduction in saturated fat consumption was replaced with 0.5% monounsaturated and 0.5% polyunsaturated fats. The resulting reduction in cardiovascular and stroke deaths was then estimated, and a sensitivity analysis conducted.

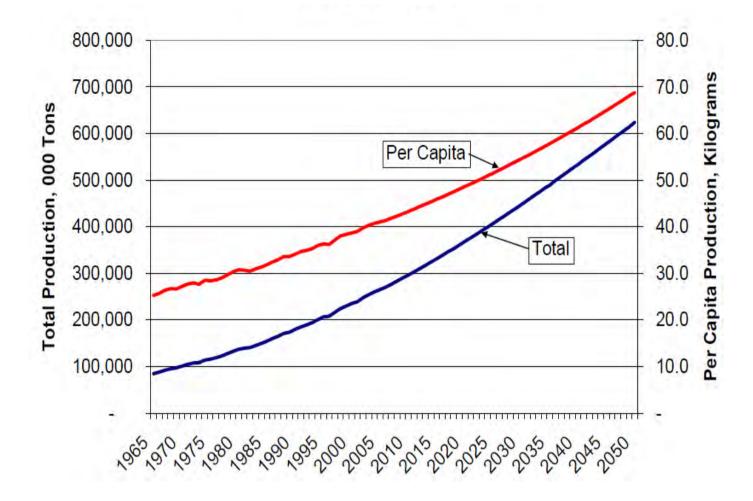
Findings Reducing saturated fat consumption by 1% and increasing monounsaturated and polyunsaturated fat by 0.5% each would lower blood cholesterol levels by approximately 0.06 mmol/l, resulting in approximately 9800 fewer coronary heart disease deaths and 3000 fewer stroke deaths each year.

conservative estimates, and the true mortality burden may be higher. The analysis contributes to the current wider debate concerning the relationship between CAP, health and chronic disease across Europe, together with recent international developments and commitments to reduce chronic diseases. The reported mortality estimates should be considered in relation to the current CAP and any future reforms.

Bulletin of the World Health Organization 2008;86:535-541.



Tomorrow





CARNIVOROUS CRAVINGS Per capita meat consumption, in kilograms per person Euro-zone China Russia 52

SOURCE: NATIONAL BANK FINANCIAL GROUP ECONOMY & STRATEGY (DATA VIA FOOD AND AGRICULTURAL POLICY RESEARCH INSTITUTE)



Less meat:

The question is not why

But how





Government is reluctant to interfere (private matter + economic interests)







Animal products are omnipresent in our lives; alternatives aren't, yet







Large lack of knowledge concerning the problem, both in theory and practice





'Less meat' is easily interpreted as 'no meat'









DÖNDERDAG VEGGIED/\G







- Cooperation between:
 - EVA
 - Ghent Environmental department
 - Ghent Health department
 - Ghent Educational department
 - Commercial sponsor (Alpro soya)
- Responsible from city side: councilman for the environment Tom Balthazar



Official proclamation, May 2009







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POSTCARD FROM GHENT

Where's the Beef? Ghent Goes Vegetarian

By EBEN HARRELL Wednesday, May. 27, 2009

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The Flemish city of Ghent, which has collectively decided to try vegetarianism one day a week Steven Vidler / Eurasia Press / Corbis



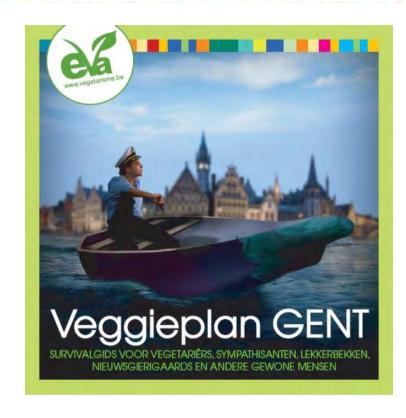


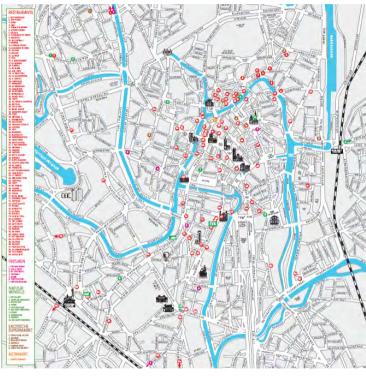
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140.000 veggie street maps





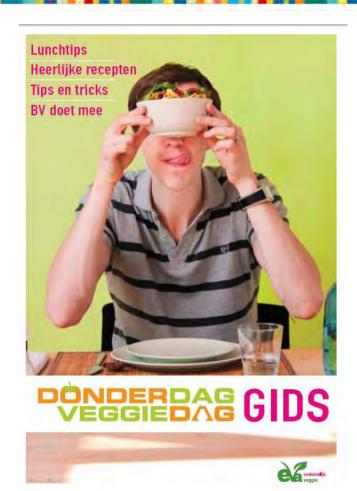


Guides for restaurants & chefs





Recipe booklets

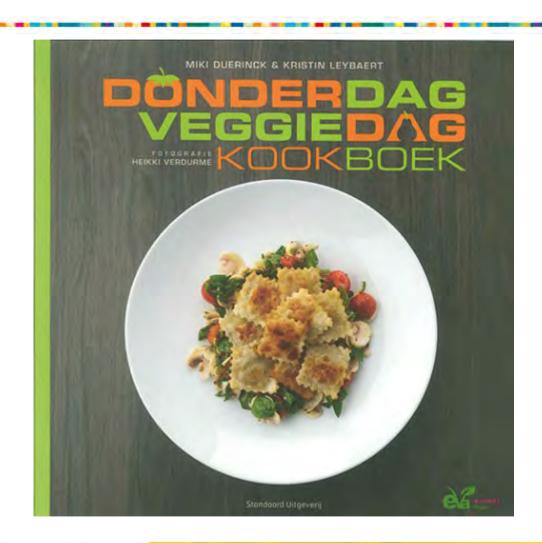




Campaign in schools















Results (iVOX, March 2011)

	Ghent	Flanders
Participate at least once a month	30%	17%
Participate Weekly Will try	19% 43%	13% 42%
	67%	30%
Is aware of the campaign		
Ate less meat because of the campaign	15%	13%



Hasselt kiest voor DONDERDAG VEGGIEDAG Kom naar de Veggie happening op de Grote Markt zaterdag 10 oktober, 12-18 our

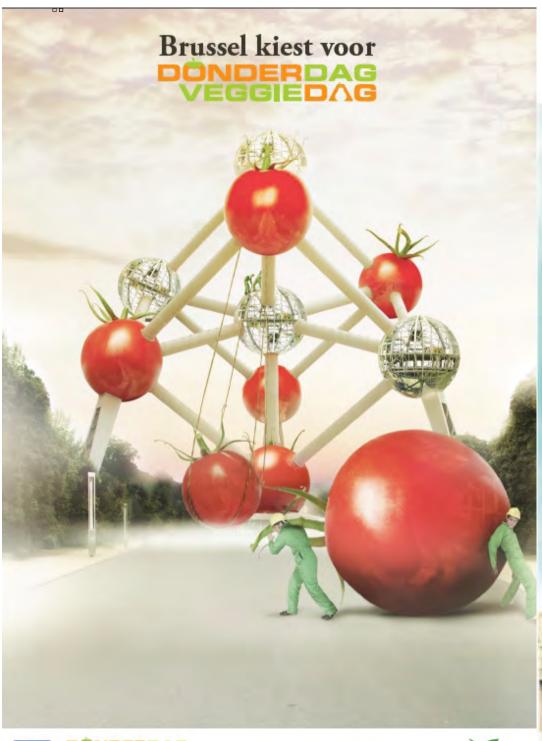
kookdemo's door veggie topkoks gratis proeverijen leuke infostands

plantaardige randanimatie









Sint-Niklaas kiest voor





























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