

Special label on meat food in supermarkets



COD. Rintracciabilità: 0913
Nato in:AUSTRIA
Allevato in:AUSTRIA
Macellato in: ...AUSTRIA -
Sezionato in:AUSTRIA -

famila CREAZZO
LONZA A TRANCIO
DI SUINO ITALIANO
CONSUMARE PREVIA ADEGUATA COTTURA

COD. Rintracciabilità: 0913
Nato in:AUSTRIA
Allevato in:AUSTRIA
Macellato in: ...AUSTRIA -
Sezionato in:AUSTRIA -

Confezionato il: 16.10.2020 Conservare fra 0° e +4° C

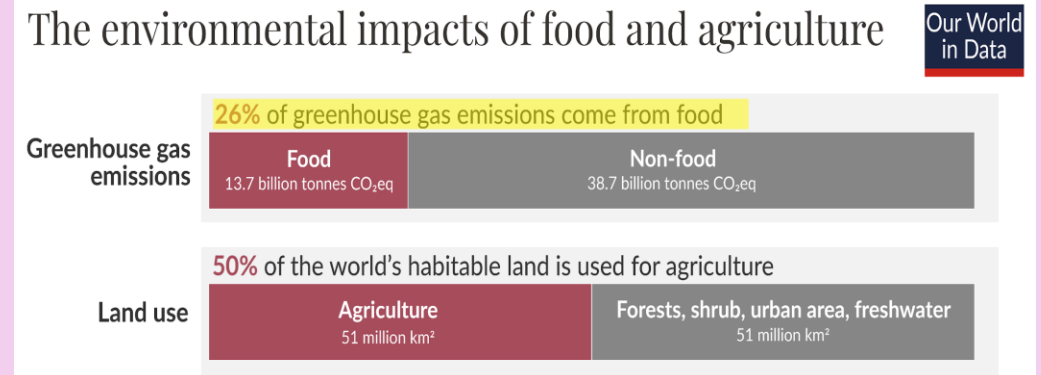
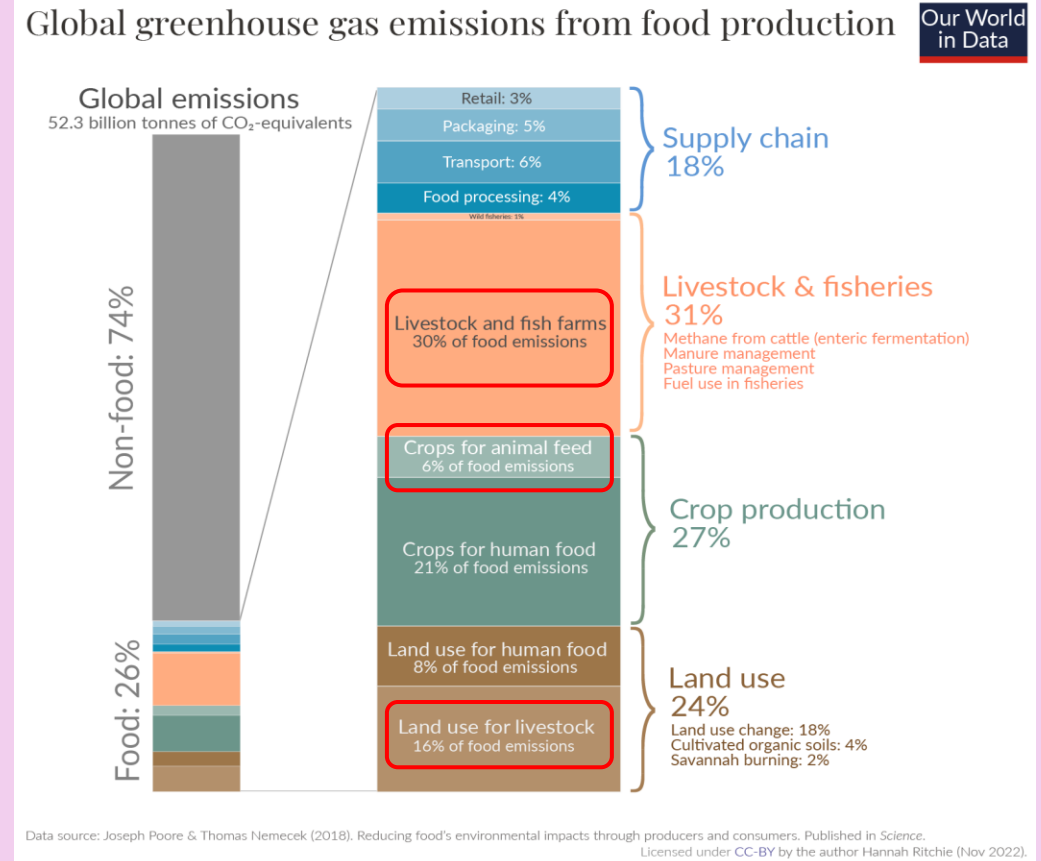
122 Tara PT 0,012 kg Peso netto 0,700

€/kg	PREZZO
7,38	5,17€

2011220 005179

The problem

- 26% of total greenhouse gas emissions come from food, most of which from animal agriculture



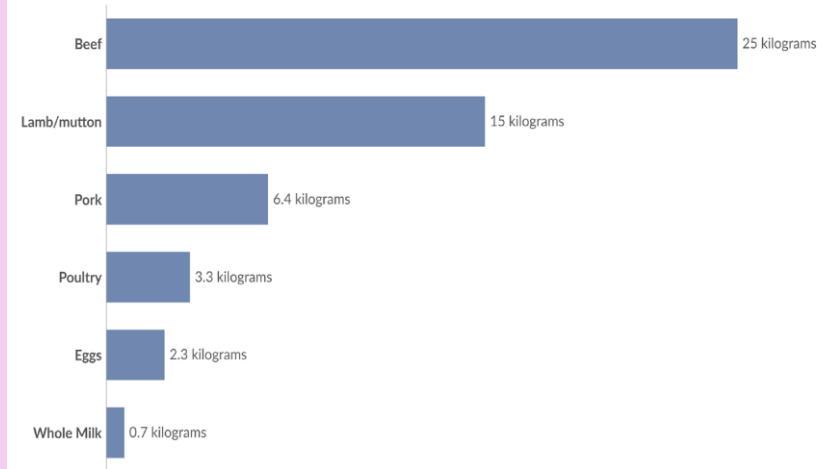
The problem

- Meat (especially beef and lamb) is the food with:
 - highest CO₂ emission per kg of product
 - highest land use
 - highest consumption of food and water

Feed required to produce one kilogram of meat or dairy product

Our World
in Data

Quantity of animal feed required to produce one kilogram of meat, egg or milk product. This is measured as dry matter feed in kilograms per kilogram of edible weight output.



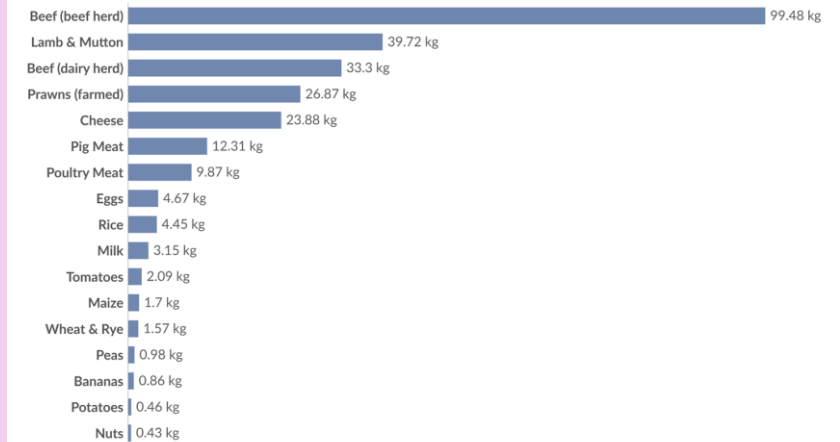
Data source: Alexander et al. (2016), Human appropriation of land for food: the role of diet. Global Environmental Change.

OurWorldinData.org/meat-production | CC BY

Greenhouse gas emissions per kilogram of food product

Our World
in Data

Greenhouse gas emissions¹ are measured in kilograms of carbon dioxide-equivalents². This means non-CO₂ gases are weighted by the amount of warming they cause over a 100-year timescale.



Data source: Poore and Nemecek (2018)

OurWorldinData.org/environmental-impacts-of-food | CC BY

1. Greenhouse gas emissions: A greenhouse gas (GHG) is a gas that causes the atmosphere to warm by absorbing and emitting radiant energy. Greenhouse gases absorb radiation that is radiated by Earth, preventing this heat from escaping to space. Carbon dioxide (CO₂) is the most well-known greenhouse gas, but there are others including methane, nitrous oxide, and in fact, water vapor. Human-made emissions of greenhouse gases from fossil fuels, industry, and agriculture are the leading cause of global climate change. Greenhouse gas emissions measure the total amount of all greenhouse gases that are emitted. These are often quantified in carbon dioxide equivalents (CO₂eq) which take account of the amount of warming that each molecule of different gases creates.

The problem

WHO (World Health Organization) on plant-based diet

- Limiting consumption of red meat and processed meat could **protect against** various **NCDs**.
- NCDs are responsible for **71% of all premature deaths**.
- **One in every five deaths in adults is associated with unhealthy diet**.
- **Excessive meat consumption places a burden on health-care systems (2.4 million deaths and €240 million in health-care costs, attributable to excessive red and processed meat consumption only in 2020).**

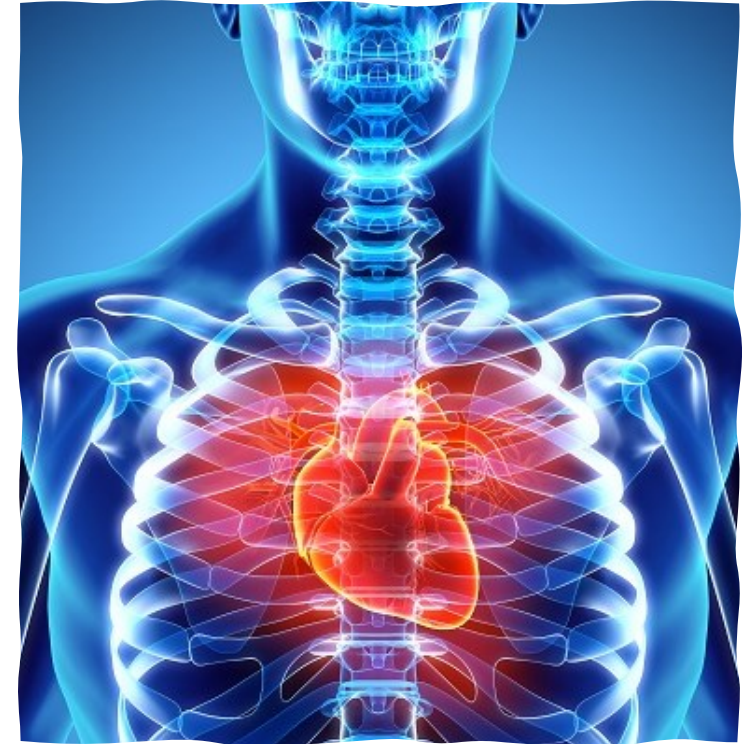


What to do?



Special label for red and processed meat

- The label should contain a warning about the impact of these harmful foods on:
 - Health
 - Environment
 - Animal welfare
- The customer, reading the label, will be less likely to purchase these products

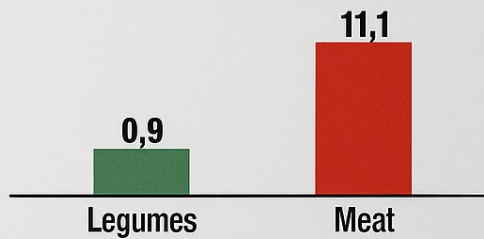




CANCER WARNING

Processed meat causes cancer

HIGH ENVIRONMENTAL IMPACT



**If you buy it, you
are responsible for this**



Purpose of the label

Induce the customer to avoid buying these products, and direct him/her to plant-based alternatives.



How? Thanks to 3 parts, each of that considering a different approach, to target as many people as possible:

Impact on the environment and CO2 emissions: it triggers the rationality of people

Impact on human health : it will influence people who care about the health of their body

Impact on animal welfare: it will generate empathy thanks to dreadful images, causing sense of guilt